





Marketing Segmentation using Machine Learning

Providing an actionable market segmentation for marketing

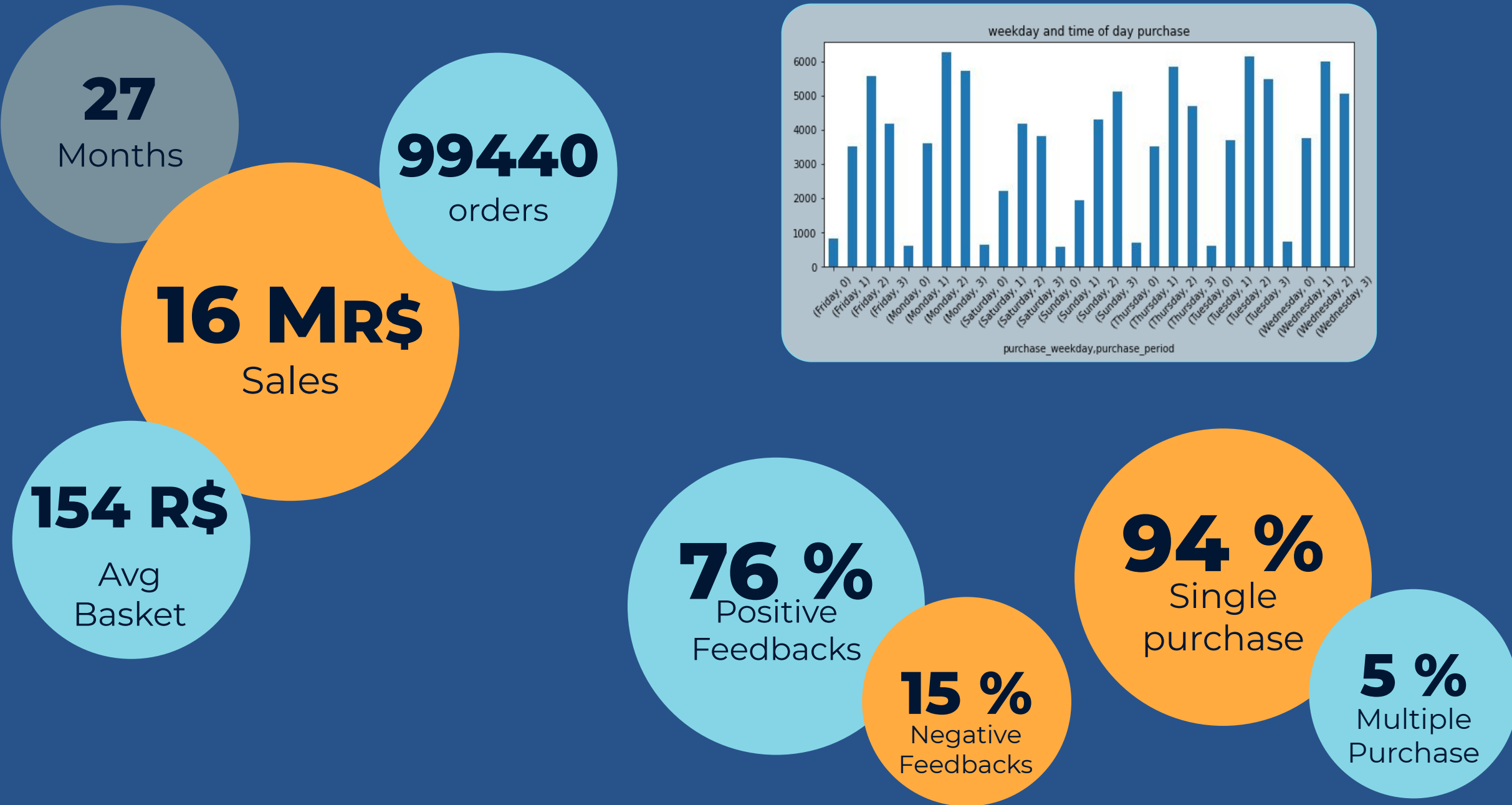
I. Added Value and Goals

-  Better understanding of client base
-  Provide understandable and actionable customer profiles
-  Optimize Call to action
-  Increase Customer Lifetime Value

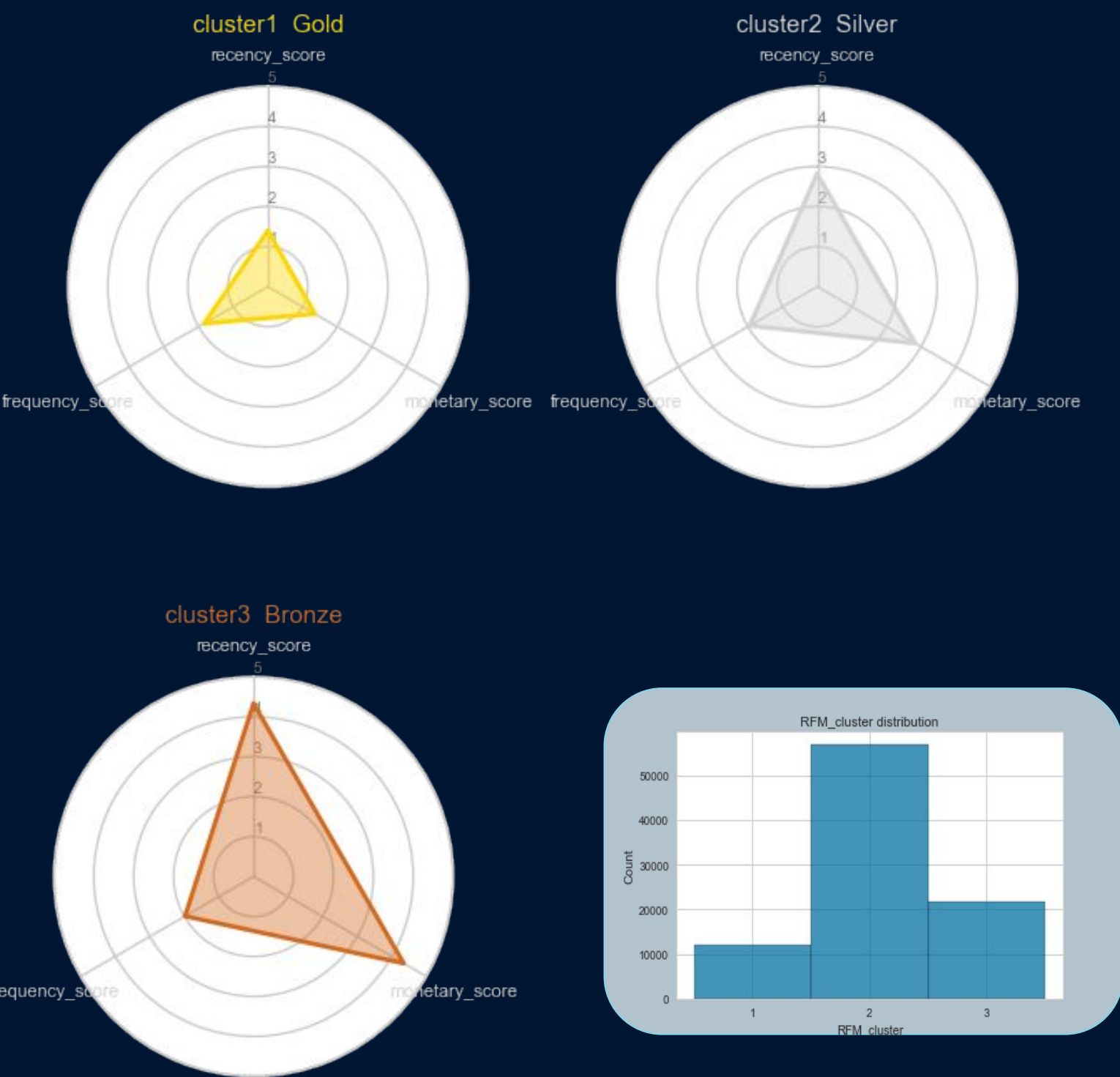
II. Data Ingestion / Processing

-  Aggrégation
-  Engineering
-  Cleaning
-  Scaling

III. Primary Analysis (statistical)



IV. Legacy RFM segmentation



V. K-means Clustering



VI. Stability over time

