Friendly.AI
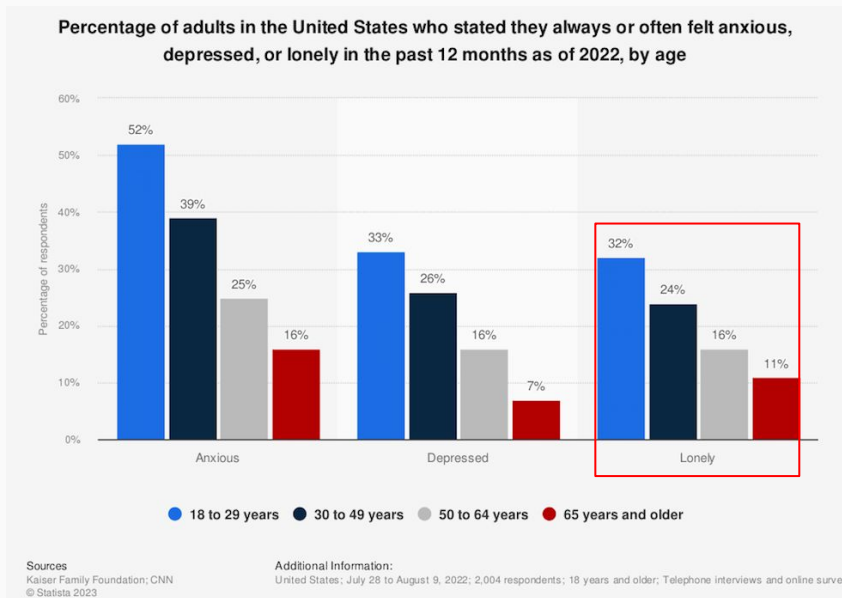# Customer Segmentation
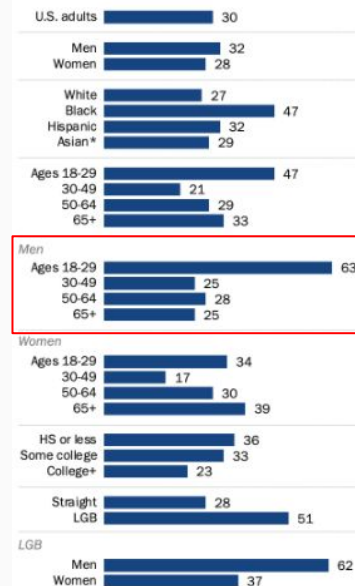

"A virtual chatbot and friend that helps you navigate life's big challenges"

Loneliness Statistics

Percentage of adults in the United States who stated they always or often felt anxious, depressed, or lonely in the past 12 months as of 2022, by age

Three-in-ten Americans report being single, but this varies by age, gender

My research yielded two very important statistics:
1. Loneliness affects young people aged 18-29 the most [1].
2. Among 18-29 year olds, ~63% of adult males are single and not in a relationship [2,3].

Customer Segmentation

My research led me to segment the U.S. adult population by both age and gender. I'm looking for the group that is suffering from loneliness the most + where the majority has access to a mobile phone, through which **Friendly.AI** could be deployed[4,5,6,7,8,9].

Customer Segments	Est. Adult Population in the U.S.	Mobile Phone Ownership by Segment (Percentage)	Est. Adult Population in the U.S. with a Mobile Phone by Segment
Males aged 18-29	~26.5 Million (M)	96%	~25.2M
Females aged 18-29	~27M	96%	~25.9M
Males aged 30-49	~43.4M	96%	~41.7M
Females aged 30-49	~42.9M	96%	~41.2M
Males aged 50-64	~31.4M	83%	~26M
Females aged 50-64	~32.3M	83%	~26.8M
Males aged 65+	~15.9M+	61%	~9.7M+
Females aged 65+	~17.8M+	61%	~10.9M+

Identifying the Target Customer Segment

- Given all my research, I would like to address how loneliness is affecting **young men aged 18-29 here in the U.S.** as the initial target customer segment.
- The reason being:

  - Men's issues are not broadly talked about much in mainstream American culture.
  - Men are more at risk for: suicide, alchohol/drug abuse, gambling addition, and criminal acts.
  - All these issues would be addressed by **Friendly.AI** to help alleviate the loneliness epidemic and provide a chatbot solution that would help millions of people who are hurting right now.

Target Customer Segment Selected

Customer Segments	Est. Adult Population in the U.S.	Mobile Phone Ownership by Segment (Percentage)	Est. Adult Population in the U.S. with a Mobile Phone by Segment
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Data Strategy

- My original data strategy was to conduct and do six interviews. However, I don't know many guys aged 18-29 who would be comfortable enough sharing personal information on a sensitive topic like loneliness.

- I then looked for a dataset online that had some of the features that I was interested in, but could not find a suitable dataset that I felt strongly about.

- I therefore created my own dataset. I went to the subreddits: **/lonely**[10], **/loneliness**[11], **/ForeverAlone**[12] and read through posts until I found **30 posts** that I felt strongly about. Then I assessed each post and assigned categories with respect to four specific features (*below left*) to create my dataset (*preview; below right*).
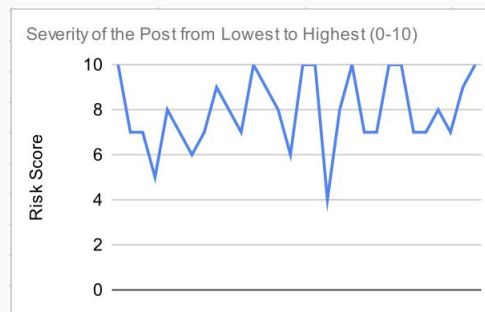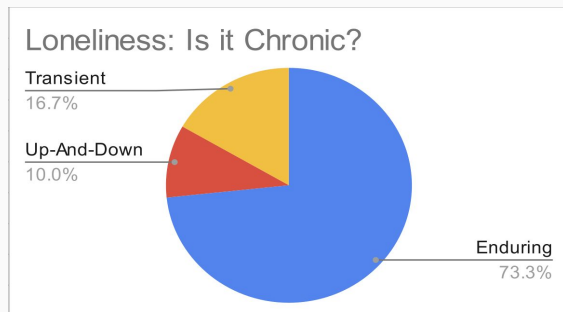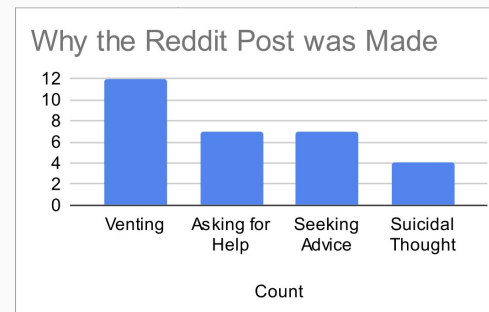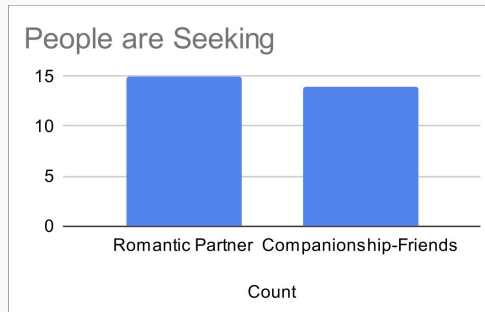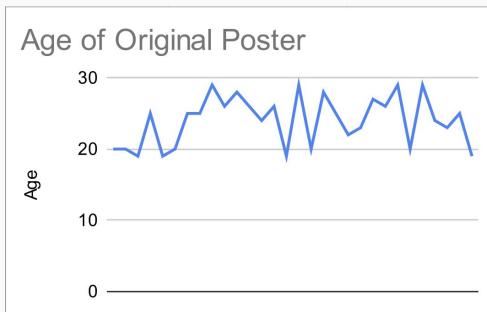
Interpersonal:
Romantic Partner, Family, Companionship-Friends, Work Colleague, N/A
Type:
Seeking Advice, Venting, Asking for Help, Suicidal Thought, N/A
Timeline:
Transient, Enduring, Up-And-Down, N/A
Severity:
1-10

(*The four features through which I categorize each post*)

Number of Posts	Link	Age	Interpersonal	Type	Timeline	Severity
1	https://www.redd	20M	Romantic Partner	Suicidal Thought	Enduring	10
2	https://www.redd	20M	Romantic Partner	Seeking Advice	Up-And-Down	7
3	https://www.redd	19M	mpanionship-Frien	Asking for Help	Transient	7
4	https://www.redd	25M	mpanionship-Frien	Asking for Help	Transient	5
5	https://www.redd	19M	Romantic Partner	Seeking Advice	Enduring	8

(*Preview of 5 rows of my dataset*)

Data Science and Analytics

Age of Original Poster

People are Seeking

Why the Reddit Post was Made

Loneliness: Is it Chronic?
- Transient 16.7%
- Up-And-Down 10.0%
- Enduring 73.3%

Severity of the Post from Lowest to Highest (0-10)

- From looking at the data we can, see that young men between aged 18-29 in the U.S. are most frustrated about the difficulty of finding a *romantic partner* as well as *companionship-friends*.
- People generally posted to *vent*, and it's evident that they experience *enduring* loneliness. The most severe cases are the *suicidal thought* posts, that potentially need intervention.
- My general impressions: Lots of young men (18-29) expressed lack of hope for their situation and that affects their well-being in every way -_-.

Conclusion

- From my research looking at data and reading firsthand accounts of people who experience loneliness in anonymous subreddits, it's clear to me that the loneliness problem is acute and more severe than even what I originally thought.

- Many people are hurting right now from the problem, and for young men it's a problem where they *suffer in silence*. Many posts paint a situation where the original poster has *literally no one to turn to*.

- Therefore, **Friendly.AI** as a virtual friend can certainly help people mitigate some of the enduring loneliness and trauma that they face. If **Friendly.AI** can listen and provide positive encouragement, then it could plant the seeds for people:

  1. To not carry through and act on suicidal thought; this would be a HUGE win.
  2. To have a more positive outlook on life.
  3. To know that they are not alone, that there's a friend that's available to chat 24/7.

Bibliography

1. [Percentage of adults in the United States who stated they always or often felt anxious, depressed, or lonely in the past 12 months as of 2022, by age](#) (Statista)
2. [Why the rate of single men in the US looking for dates has declined](#) (CNN)
3. [For Valentine's Day, 5 facts about single Americans](#) (Pew Research)
4. [The Loneliness Epidemic Persists: A Post-Pandemic Look at the State of Loneliness among U.S. Adults](#) (Cigna)
5. [So How Many Millennials Are There in the US, Anyway? (Updated)](#) (Marketing charts)
6. [Total population in the United States by gender from 2010 to 2027](#) (Statista)
7. [Share of adults in the United States who owned a smartphone from 2015 to 2021, by age group](#) (Statista)
8. [Resident population of the United States by sex and age as of July 1, 2021](#) (Statista)
9. [25+ Incredible US Smartphone Industry Statistics [2023]: How Many Americans Have Smartphones](#) (Zippia)
10. [r/lonely Subreddit](#) (Reddit)
11. [r/loneliness Subreddit](#) (Reddit)
12. [r/ForeverAlone Subreddit](#) (Reddit)