

# Customer insights and segmentation

Have a deeper view and understanding of your customer to build a better relationship and fulfil their needs...

## Problem

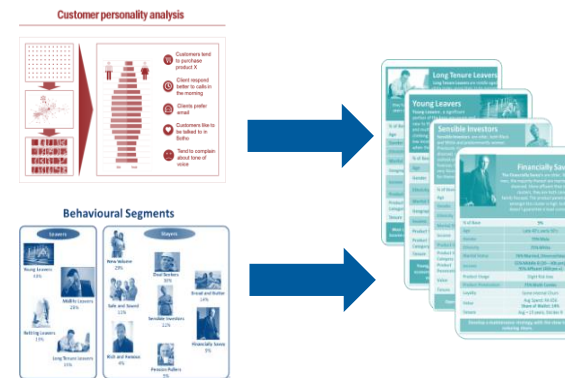
- What do my customers look like and how do they behave?
- What service preferences do these customers have?
- How many of these types of customers are there?

## Industry experience

- Financial Services
- Insurance
- Mobile
- FMCG

## Solution

- Consolidated all data sources into one repository.
- Integrated demographic, behavioural, geographic and psychographic information (utilized external data where necessary).
- Performed Stochastic clustering algorithms to identify homogeneous customer groupings (K-Means, CHAID, SOMS, etc.).



## Value

- Provided a clear and objective view of the customer base.
- Identified customer-centric trends and behaviours in specific clusters
- Identified Cross-sell and Up-sell opportunities, with the view to increasing the revenue base.
- Identified customers with a high propensity to churn for immediate action
- Identified factors that contributed to customers remaining loyal