

(54) Title of the invention : CLUSTERING-BASED CUSTOMER SEGMENTATION ANALYSIS FOR IMPROVING SALES

(51) International classification :G06Q0030020000, G06Q0010060000, G06N0020000000, G06N0005040000, G06Q0040000000

(86) International Application No :NA
 Filing Date :NA

(87) International Publication No : NA

(61) Patent of Addition to Application Number :NA
 Filing Date :NA

(62) Divisional to Application Number :NA
 Filing Date :NA

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(57) Abstract :
 Customer segmentation is the practice of grouping the consumers of a firm into categories that represent the similarities among the customers in each category. In order to optimize each customer's value to the company, it is important to segment customers in order to determine how to interact with them. Customer segmentation may enable marketers to reach out to each customer in the most efficient manner. A customer segmentation analysis enables marketers to accurately identify distinct groups of customers based on demographic, behavioral, and other variables using the vast quantity of customer and potential customer data accessible. Expansion stage businesses must concentrate their efforts on a narrow subset of clients who are most similar to their best existing customers rather than a large universe of potential customers in order to scale effectively and efficiently. Customer segmentation is the key to achieving this. Customers are divided into groups based on similar needs (so that a single complete product can satisfy them) and buying characteristics (reactions to messaging, marketing channels, and sales channels, allowing for the use of a single go-to-market strategy to sell to them in a profitable and competitive manner). In this project, we will examine a customer data collection to discover whether there are any observable patterns or segments. In a business scenario, customer segmentation is helpful for identifying the demographic and psychographic sub-populations that exist within your customers. Understanding this will help us to better sell to and service them. This project analyzes and segments each unique client into their corresponding group based on three crucial factors, namely gender, income, and expenditure using packages like numpy, pandas, seaborn, and matplotlib and tools like jupyter notebook.

No. of Pages : 7 No. of Claims : 3