BellaDati Machine Learning Use Case Customer segmentation to Increase Revenue and Customer Satisfaction
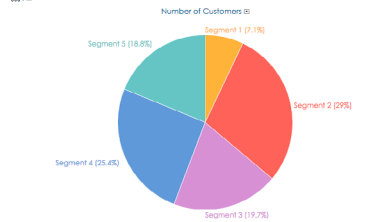
BellaDati

Customer segmentation is the powerful tool for:

- marketing
- sales to increase sales from existing customers
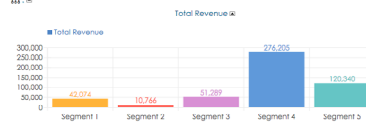- sales to acquire new customers
- customer service and care
- many others.

Not all customers are the same, dividing customers in segments will improve your business efficiency, identify actionable insights for customers that are similar from business point of view.

Segmentation does not have to be complex. It could be about recognising that you have five or six distinct customer types with different needs. Segmentation principles can then add several layers of intelligence, based on key differentials, such as: spending patterns, gender, where they live, age, socio-economic group. What is important is not surface differences, but those differences that actually affect buying behaviour. What triggers each person to buy?
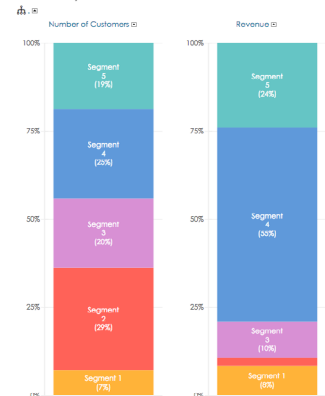
Customer Segmentation

Number of Customers

- Segment 1 (7.1%)
- Segment 2 (29%)
- Segment 3 (19.7%)
- Segment 4 (25.4%)
- Segment 5 (18.8%)

Revenue by Segment

Total Revenue

Segment	Total Revenue
Segment 1	62,074
Segment 2	10,766
Segment 3	51,289
Segment 4	276,205
Segment 5	120,340

Pareto Analysis

Number of Customers

- Segment 5 (19%)
- Segment 4 (20%)
- Segment 3 (20%)
- Segment 2 (29%)
- Segment 1 (7%)

Revenue

- Segment 5 (24%)
- Segment 4 (53%)
- Segment 3 (10%)
- Segment 2 (10%)
- Segment 1 (0%)

BellaDati Machine Learning Use Case Customer segmentation to Increase Revenue and Customer Satisfaction

Belladati Machine Learning provides you the high level of flexibility to work out your own model for the customer segmentation. You can set up tailored model in Belladati ML using Groovy and all libraries from Java ML and Apache Commons Math 3 that can be called directly from BellaDati. Results of the computation are as well accessible in BellaDati rich visualization layer, so that there is no need to use other visualization tool. As the alternative Belladati offers preprogrammed packages using its own domain specific language based on Groovy. Python packages can be used as well.

BellaDati Advanced Analytics/Platform will help you to segment customers to set up efficient marketing strategy to define for each customer segment to bundle the offer, at the right price, on the right place, with the right message. This message will be a function of what the customer needs but also their social demographics. You can take as many variables as long as the data is available and is relevant.

By increasing your understanding about what your customers are buying, you can also maximise opportunities for cross-selling and up-selling and to offer the same products or services for cross-selling and up-selling to customers from the same segment (cluster). Customer segmentation can help to build better customer service.
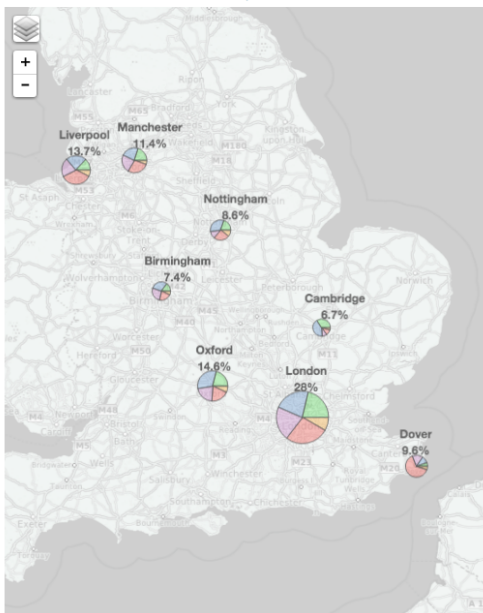
BellaDati Machine Learning Use Case Customer segmentation to Increase Revenue and Customer Satisfaction

Customer segmentation is the key tool how to identify new prospects . When it comes to finding new business, it is vital to establish whether there is a market for your products and services and to identify the type of people that would make the ideal customers. This could be based on your existing customer profile and the PREDICTION and segmentation of potential customers, BellaDati will identify customers that are more likely to buy your product then others. Or you may be branching out into a new area and need to identify clearly who you are targeting.
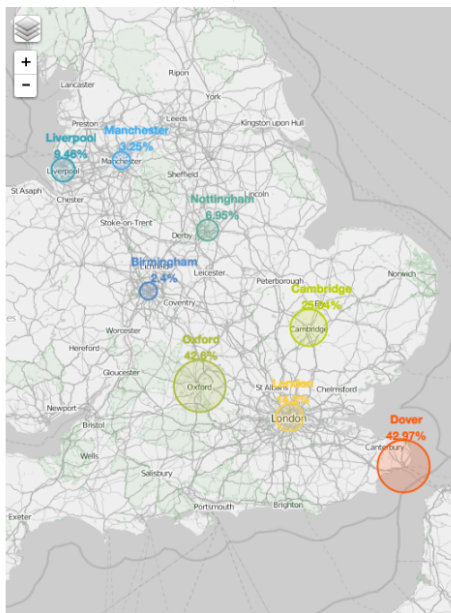

The advantage of Belladati advanced analytics/Platform is that it provides high level of flexibility to set up relevant customer segmentation model, rich visualisations and can be embedded as the framework in other products as CRM or e-commerce, ALL-IN-1.

Available resources:

- Telco customer segmentation - YouTube
- Telco customer segmentation - Youku
- Demo reports on BellaDati Cloud (Partner portal)
- Demo Reports - BellaApp Download (Partner portal)
- Demo Script (Partner portal)

If you don't have access to BellaDati partner portal, contact us at sales@belladati.com.

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Ask for more use cases...

United States

+ 1(415) 800 3540

Asia

(+65) 3159-0549

Europe

+420 702 023 558

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