

# Customer Segmentation

## [utilities]



### Business Objective

- Understanding different characteristic of customers to classify them into actionable number of customer archetypes
- To identify drivers that influence the overall customer satisfaction



### Benefit

- Help business in strategizing management methodologies for different customer segments.
- To improve overall customer satisfaction and thus expanding market



### Expected Outputs

- Solution will provide easy to understand, intuitive outputs that clearly articulate customer behavior.

### Data Used

- Customer data of utilities provider is used.
- Customer information like demographics, past dues, yearly usage, tenure, call records etc. is used to identify customers having similar behavior.

### Design

- An is divided into three parts-
  - Overview of customers
  - Segmentation profiling
  - Satisfaction factors.
- Logistic/Decision Tree Model is used for purpose of factor identification.

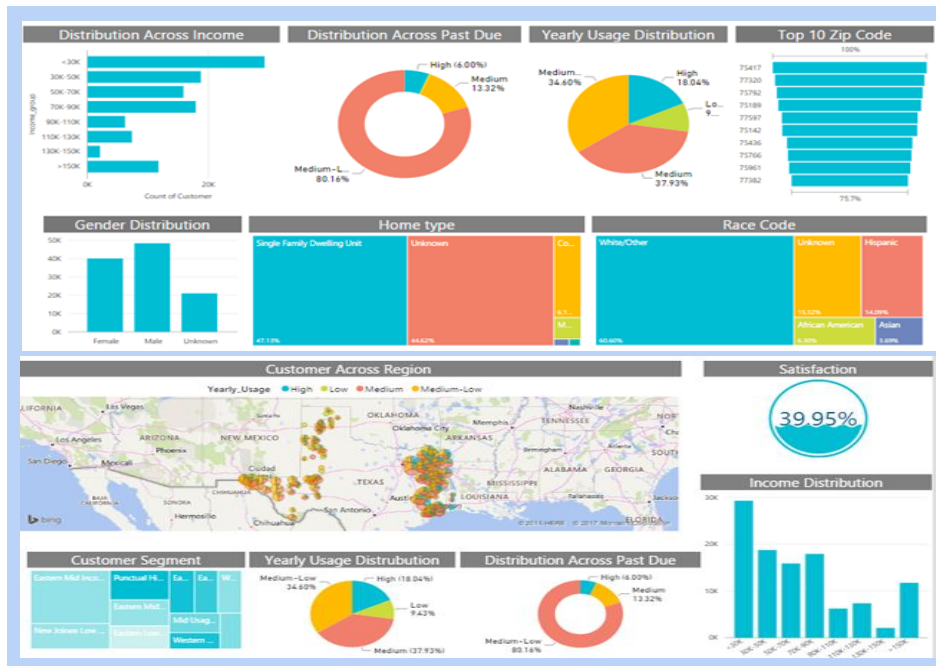
### Output

- Behavior of heterogeneous customers.
- Characteristics of customers within same archetype.
- Factors influencing customer satisfaction

### Benefits

- Helping the business to identify homogeneous segments of customer
- Identify factors influencing customer satisfaction for different segments

**Efficient and well organized --  
Customer Management**



**Improved customer satisfaction levels.**