

Clustering Regionally Diverse Customers for Product Recommendation

Overview

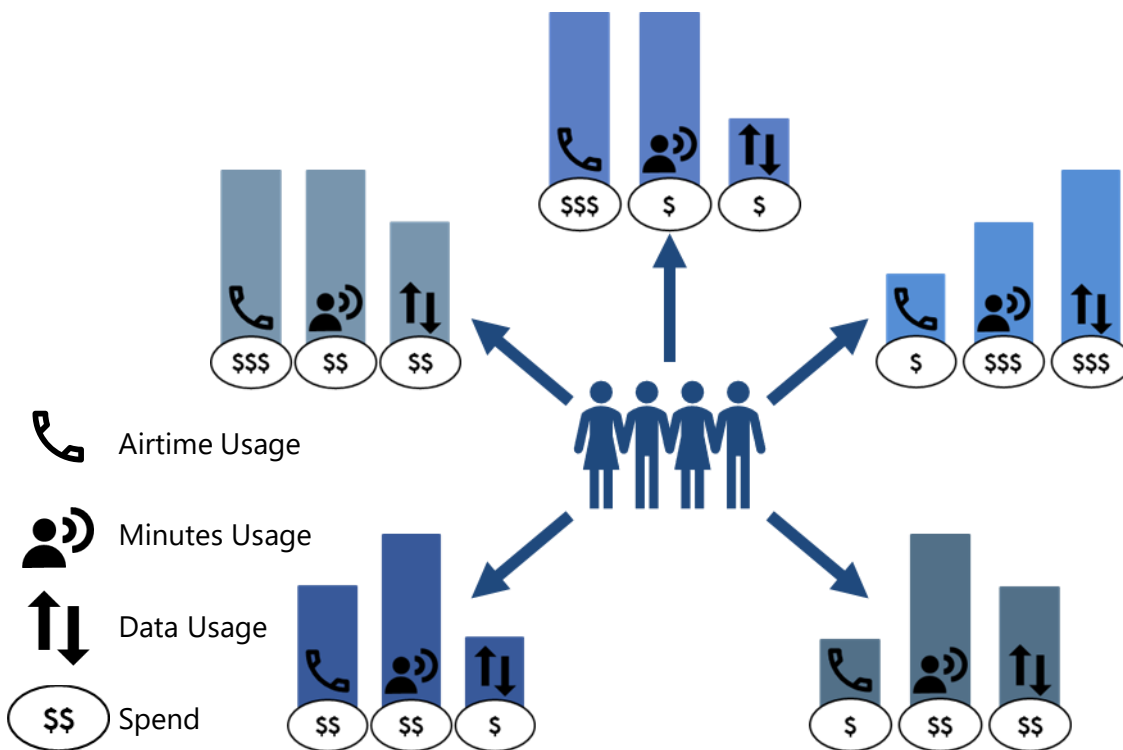
A telecom company approached Opti-Num Solutions to help grow the adoption of their products across their different geographic regions, based on the unique regional customer behaviour and socio-economic conditions. Opti-Num's consulting team aligned data from different sources and clustered the data into five different customer types that could be targeted with specific campaigns.

Challenge

Previous attempts at customer analytics for optimisation of the company's product adoption had proven impossible due to the complexities inherent to the problem, including:

- Challenges with data quality and correct interpretation
- Visualisation and interpretation of many variables
- Large variance in the behaviour across different regions and socio-economic landscapes

Outcome



Data was clustered along usage and spend dimensions using advanced machine learning techniques. Our team solved the problem by:

- Curating data from multiple teams and sources
- Cleaning and transforming the data into a useful form
- Using Machine learning techniques to perform dimensionality reduction and to cluster the data.

This clustering enabled the company to classify millions of customers, spread throughout various regions, into five customer types where each customer had a different usage and spend profile. With the use of these insights, the company's analytics department was able to drive actionable insight from big data to create marketing plans and product propositions which drove revenue.

