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Customer Segmentation to Enhance Service Delivery Across Key Touchpoints

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A market-leading consumer-focused organization aimed to build a multi-dimensional customer segmentation framework across its core markets. The objective was to analyze behavioral patterns and demographic variations to create distinct, actionable personas that would strengthen product and service delivery, enable competitive benchmarking, and support localized market strategies.

APPROACH

Designed a comprehensive survey capturing demographic, behavioral, and attitudinal insights across the purchase journey, channel engagement, and competitive perceptions. Applied feature engineering and hybrid analytics (descriptive analysis, cross-tabs, clustering) to identify customer segments, build personas, and uncover market share gaps and growth opportunities in collaboration with the client.

METHODOLOGY

Secondary Research	Advanced analytics	Monitoring & dashboarding

**IMPACT**

The output assisted the client in:

- Optimizing distribution and marketing channels, redesigning product/service bundles by segment, and developing localized or market-level competitive strategies

- Establishing a scalable, data-driven framework to guide segment-specific strategies across pricing, product/service design, and competitive positioning
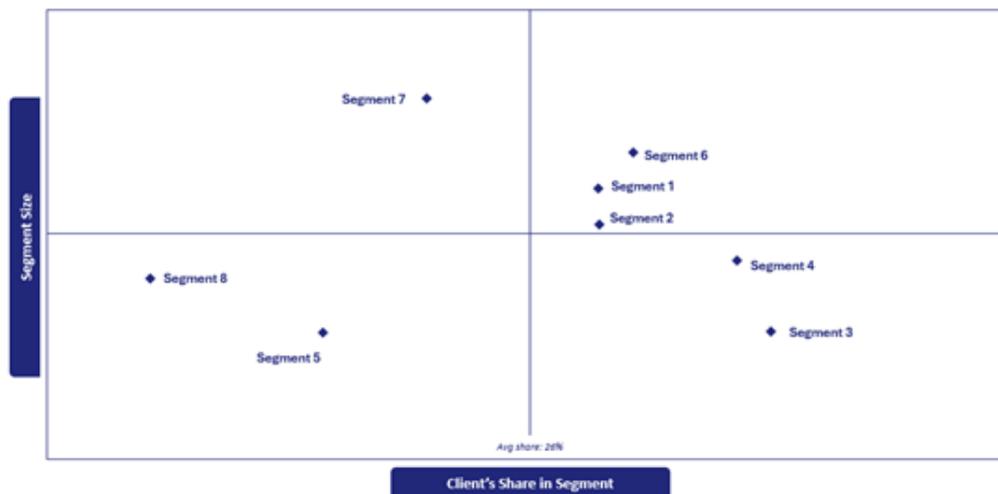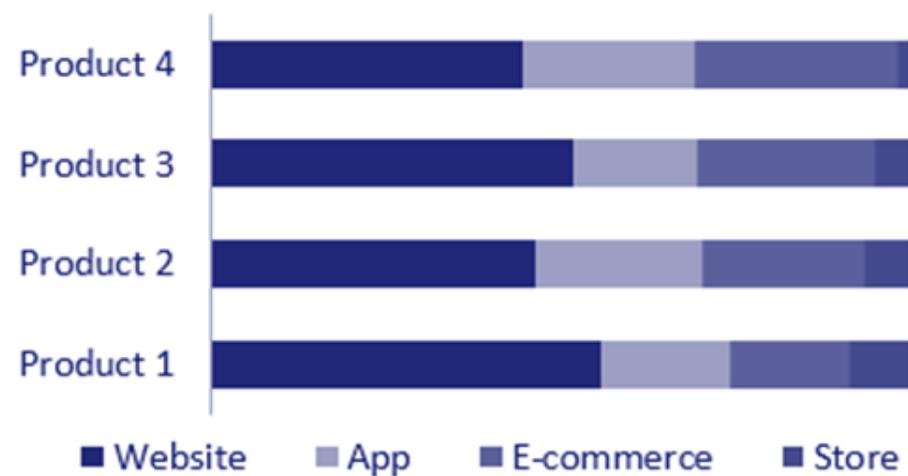
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