

Segmentation

Customer Segmentation

Scientific Patient Journey & Insights – Machine Learning

Our customer segmentation research allows companies to identify priority segments to target, determine the optimal value proposition for a different customer, and understand how to build and leverage brand equity. Our support includes:

Customer Segmentation

- > Chi-squared automatic Interaction Detectors
- > Medical device market segmentation
- > Biotech, pharmaceutical, & hospitals market segmentation
- > Patient segmentation

Customer Segmentation: A customer population is divided into subgroups - using variables, such as age, sex, income, and lifestyle - and each subgroup is supposed to be internally homogeneous so that marketing activities can be tailored to them with precision.

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