



EBOOK ILLUSTRATION

A GUIDE TO NUMBERSBRIGHT
DATA ANALYTICS

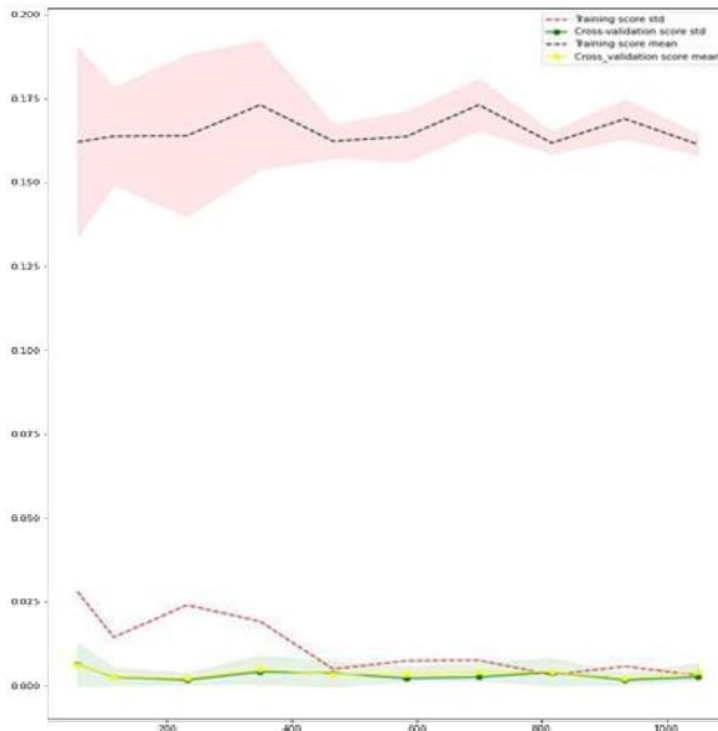
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CUSTOMERS

SEGMENTATION

INTRODUCING RANDOMIZATION And variance under-control

At this stage of customer segmentation, there is a large variance between low and high frontiers shown by “training score mean” and “cross-validation score mean,” making it hard to target with precision the segmentation model.



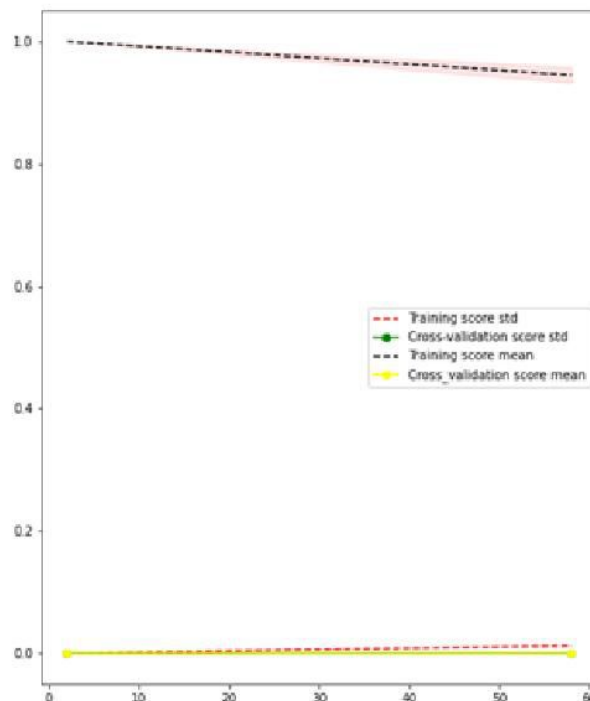
At Numbersbright, we continue to investigate our model and change our model until we are happy with the approval score we get. We apply the randomization technique at this stage to control the lurking variable, establish a cause and effect relationship, and ensure that the results are accurate. At this stage, our model is yet to call the last model.



AUGMENTED PREDICTIVE ACCURACY

Of customer segmentation

At Numbersbright we use the right algorithm to minimize errors by combining many new learning models or previously used models to build robust predictive customer segmentation.

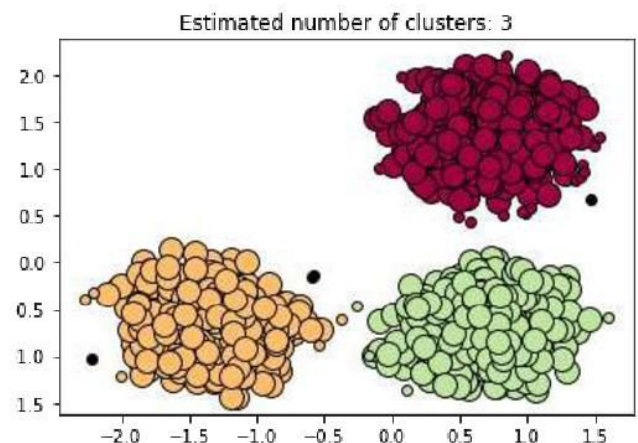


We achieve the most accurate segmentation within the shortest lower and higher frontiers by dividing the customer's behavioral and psychographic as accurately as possible.



IDENTIFYING THE BEST CUSTOMER'S SEGMENTATION

- » Estimated number of clusters: 3
- » Estimated number of noise points: 4
- » Homogeneity: 1.00
- » Completeness: 0.98
- » V-measure: 0.99
- » Adjusted Rand Index: 1.00
- » Adjusted Mutual Information: 0.99
- » Silhouette Coefficient: 0.69



Here come the final result, we identify inside each features the number of clusters clearly. For instance, $K=3$, depicts three different clusters show in orange, red and green color (reduce from fat frontier to 3 errors in black spot) and as above.

At Numbersbright, we improve inaccurate algorithm to the most accurate within less errors possibilities and achieve the best customer segmentation.