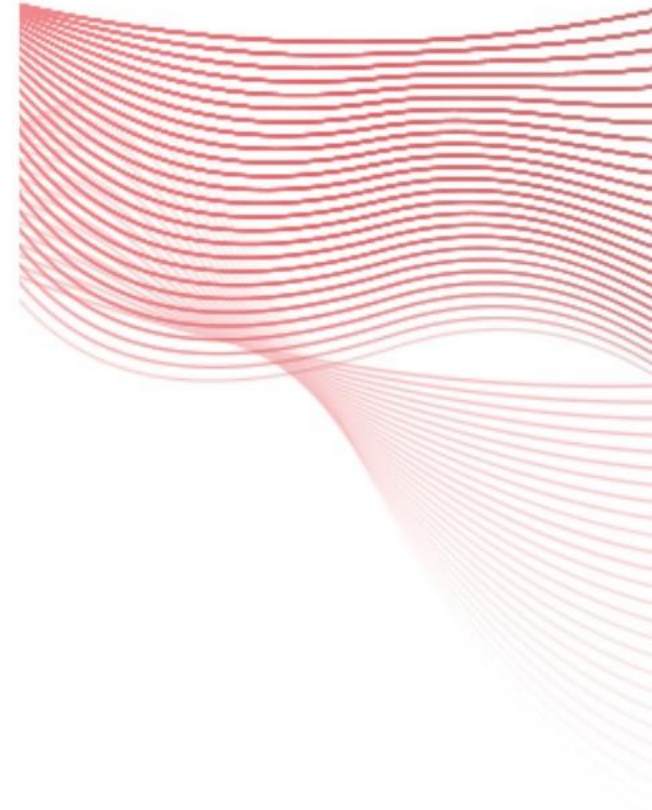




Market Segmentation with AI

The key to retargeting success is
audience segmentation

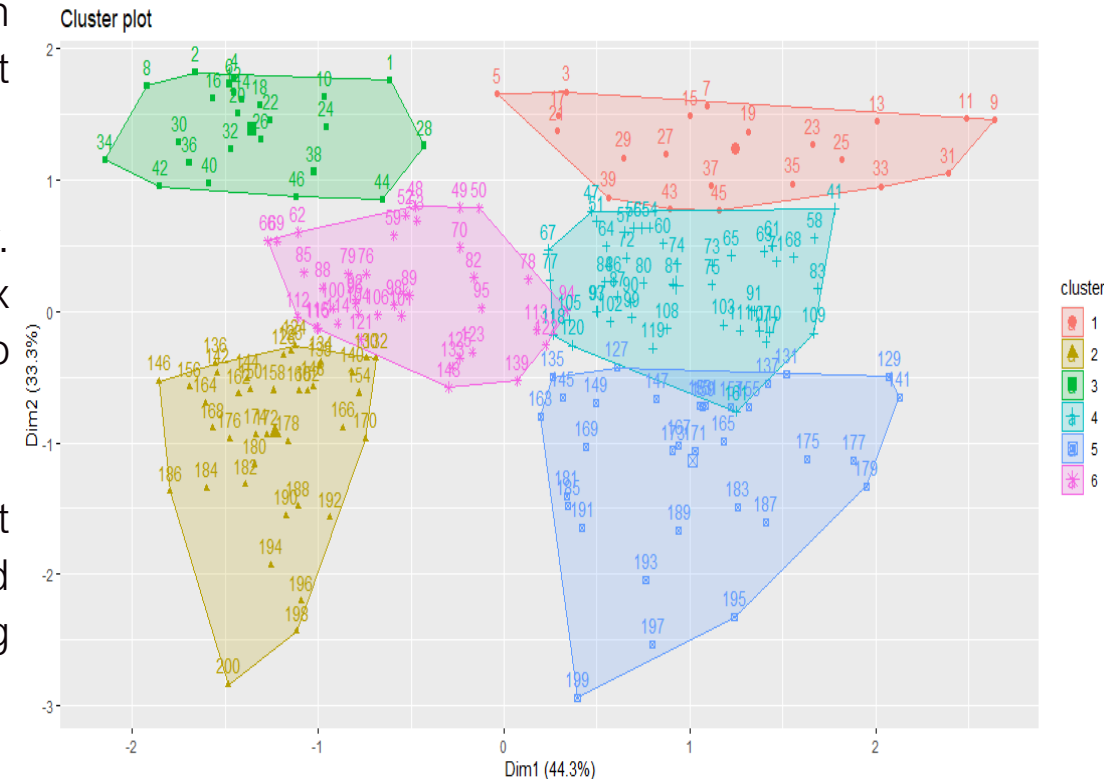




Market Segmentation with AI

This course is designed for marketing specialists, business development executives, and strategic planning professionals

- This is a 2-day applied course that is designed to equip learners with the essential know-how to perform machine learning market segmentation and data visualization using R programming.
- Not all customers are the same. There is no one-size-fits-all strategy. However, identifying key market segments to target can be a complex and subjective endeavour. This course offers an objective way to conduct market segmentation analysis.
- Through this course, learners will acquire the key skillsets to conduct cluster analysis, a popular machine learning algorithm designed to find logical clustering patterns in data. Learners will then apply this learning to discover and identify lucrative market segments to target.

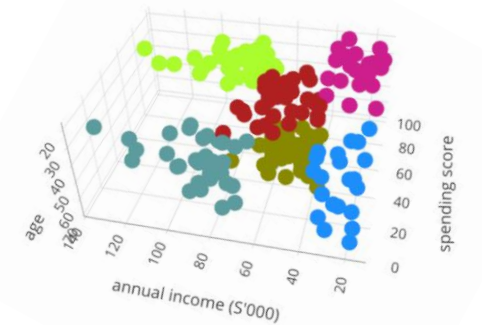
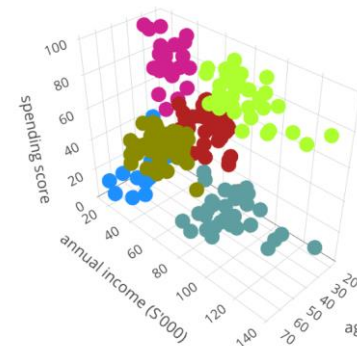
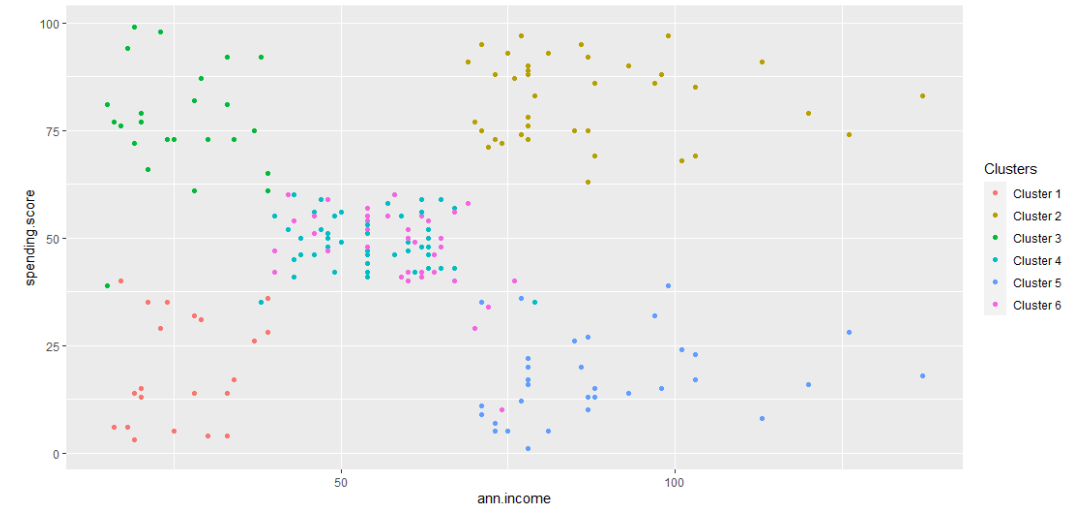




Course Outline

- Day 1 – cluster analysis and simple market segmentation:
 - Installing R, R Studio, and their key libraries.
 - Understanding basic R manipulations and subsetting concepts, and applying them to perform data processing.
 - Learning how to perform data visualization using GGPlot2.
 - Understanding the fundamentals of k-means clustering.
 - Applying the learnt concepts on real-world datasets.

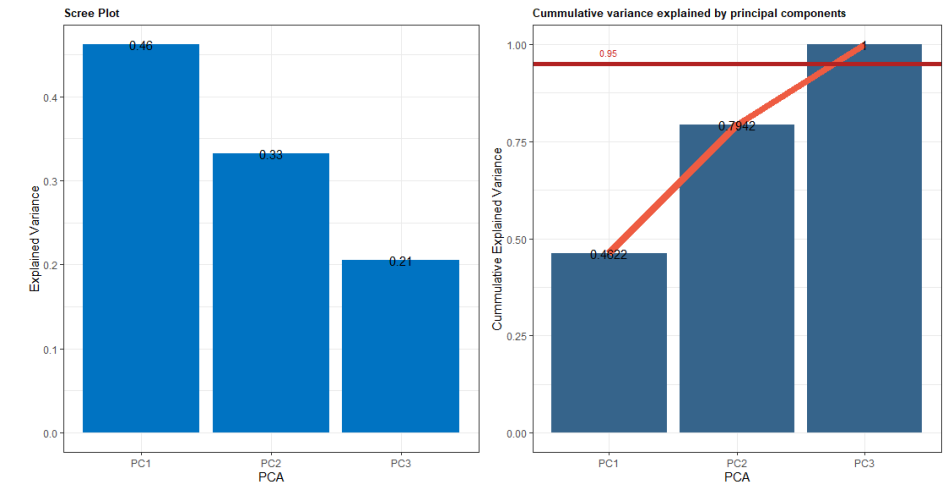
Plot 1: Segments of customers from shopping mall
annual income vs spending score



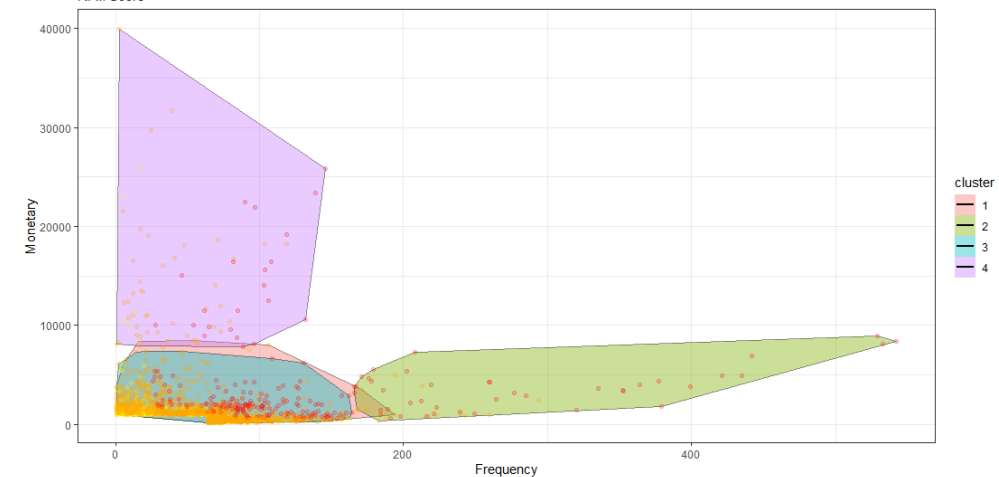


Course Outline

- Day 2 – complex market segmentation and visualization:
 - Understanding the concept of dimensionality reduction using Principal Component Analysis (PCA).
 - Applying PCA on a complex real world dataset to tease out key insights using fewer dimensions.
 - Combining PCA and cluster analysis to conduct advanced market segmentation.
 - Learnt how to apply advanced data visualization to analyse market segments easily using specialized functions built from ggplot2.



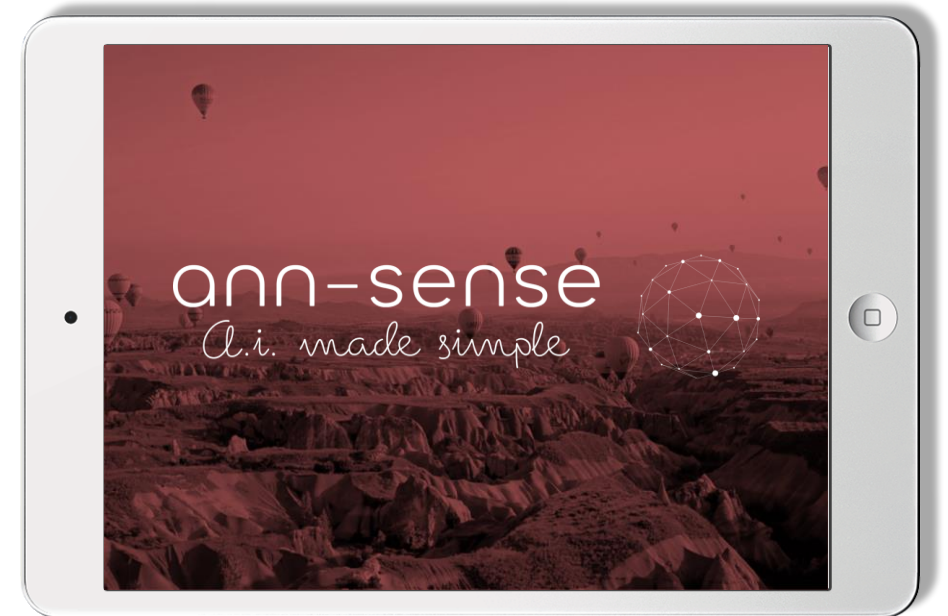
Plot 2: Segments of customers from UK Online retail store
RFM Score





Availability and Pricing

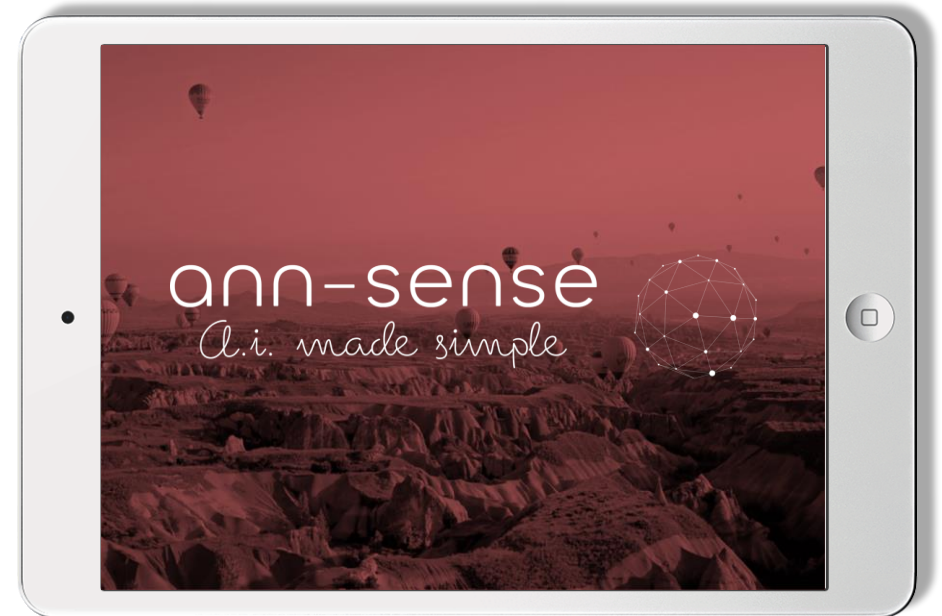
- This course runs on the first-week of every month, between 10am-5pm.
- This course is conducted 100% online via zoom.
- Course Fee: \$2000 (** early bird-discount available, do contact us for details)





Hardware Requirements

- For best online learning experience, learners are advised to have the following hardware requirements:
 - Microphone and headset.
 - Desktop / laptop with at least 8GB of RAM, and 20GB hard-disk. Learners are advised not to use their corporate laptops for the lesson as there may be software installation conflicts with in-house security policies and software.
 - A reliable internet connection.
 - A separate monitor that can connect to the computer. While this is not mandatory, but it would definitely improve the learning experience as learners can view on one screen and code in another.



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CONTACT US

We focus on making your learning journey a pleasant and relatable experience

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