DevFest 2021

Zephania Reuben

Machine Learning Use Cases for Marketing and Retails

Outline

Business Cases | Marketing

- $\sqrt{}$ Customer Churn
- $\sqrt{}$ Direct Marketing
- √ <u>Customer Segmentation</u>
- √ <u>Product Bundling</u>
- $\sqrt{}$ Measure Customers Feedback
 - (Sentiment Analysis)

Business Cases | Retail

- $\checkmark~$ Demand Forecasting
- $\sqrt{\text{Customer Segmentation}}$
- √ Customer Targeting
- √ <u>Product Bundling</u>
- $\sqrt{}$ Order Recommendation









Direct Marketing

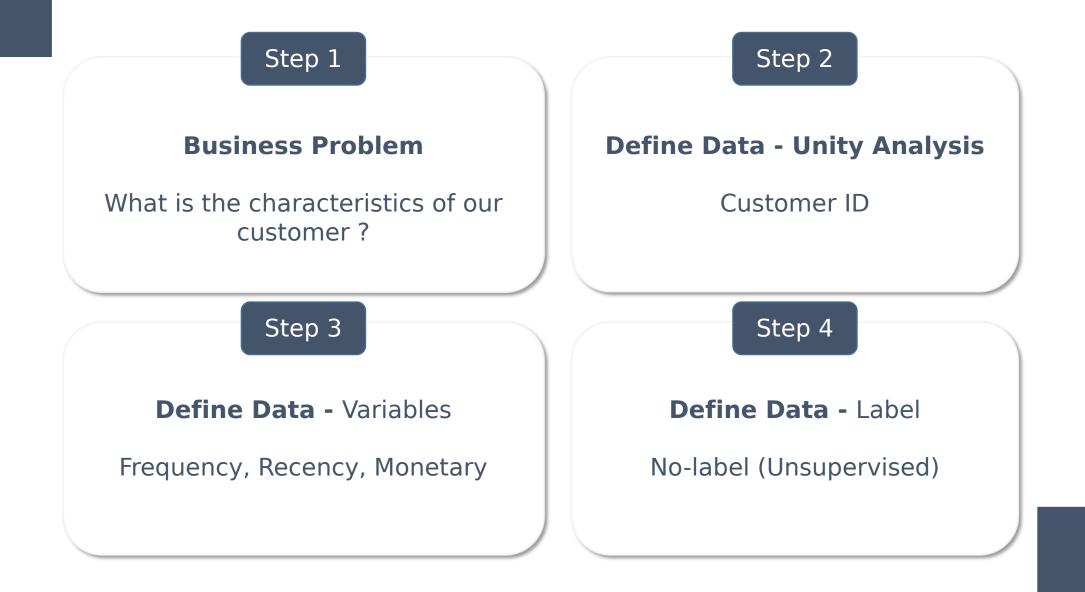


Direct Marketing





Customer Segmentation



Direct Marketing



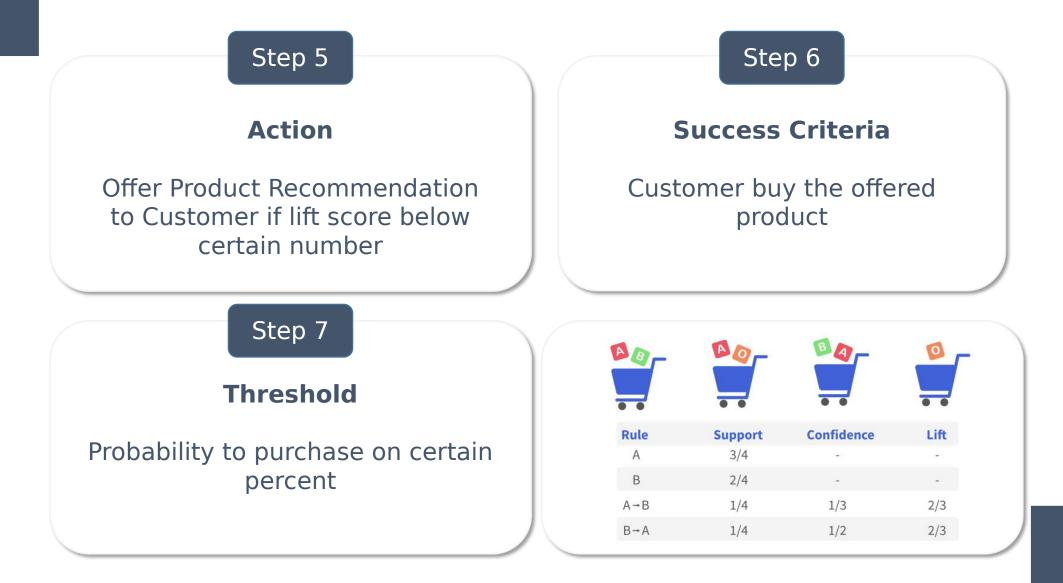


Product Bundling

Product Bundling



Direct Marketing



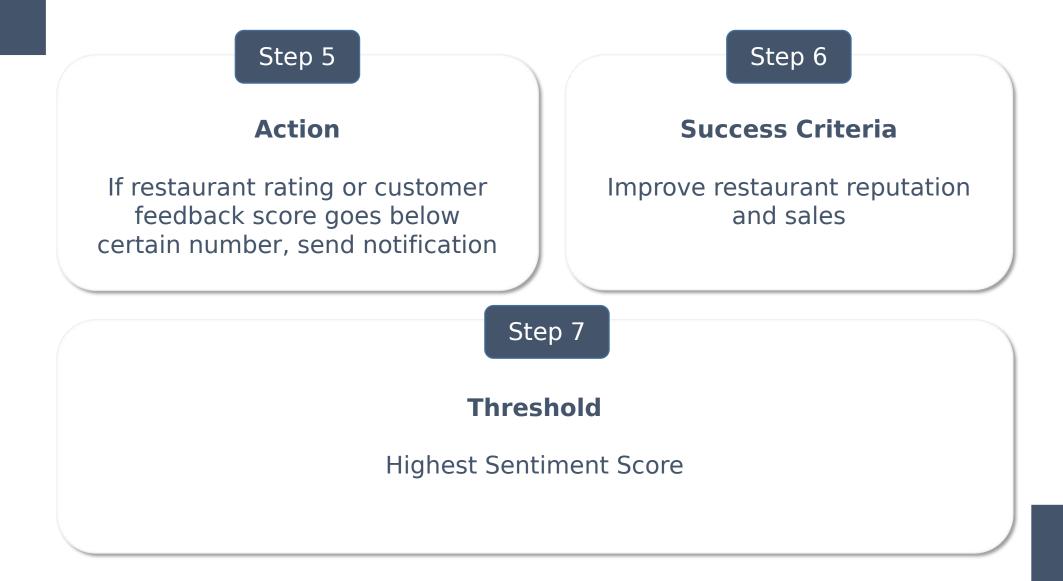


Measure Customer Feedback (Sentiment Analysis)

Sentiment Analysis



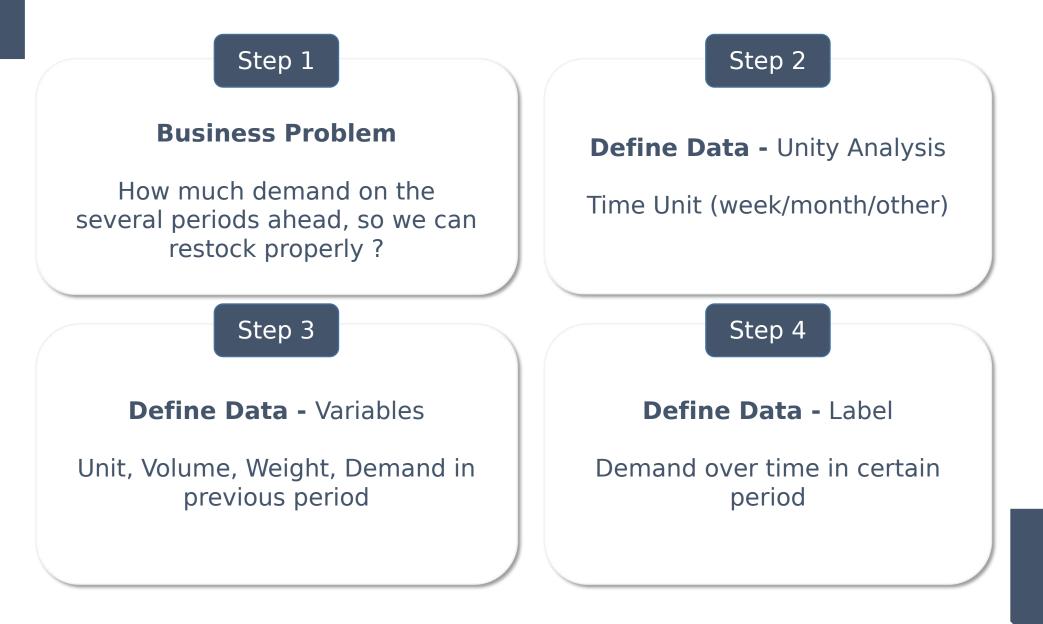
Sentiment Analysis





Demand Forecasting

Demand Forecasting



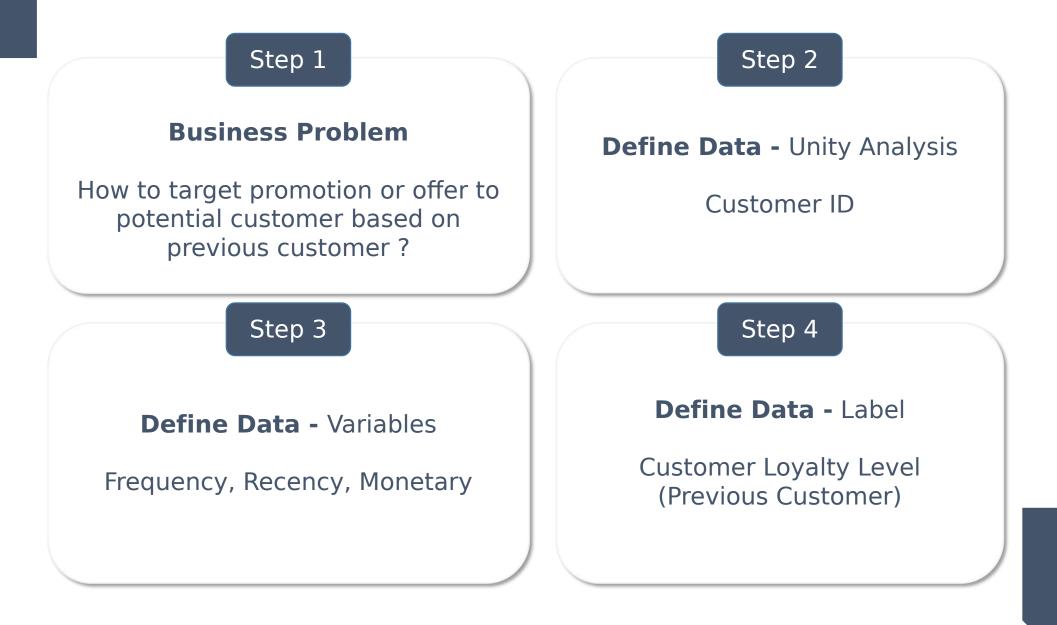
Demand Forecasting





Customer Targeting

Customer Targeting



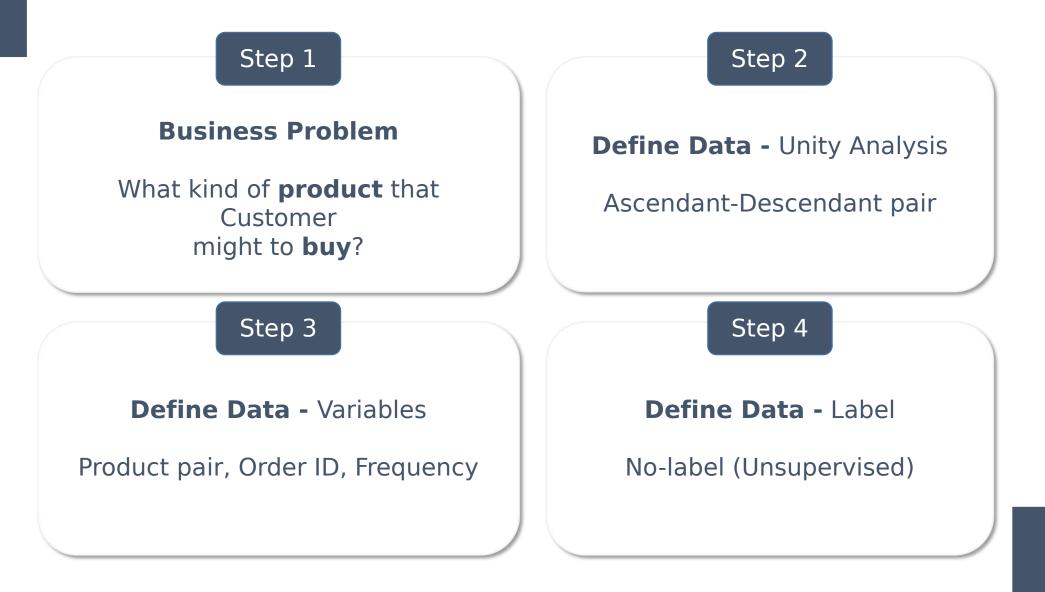
Customer Targeting



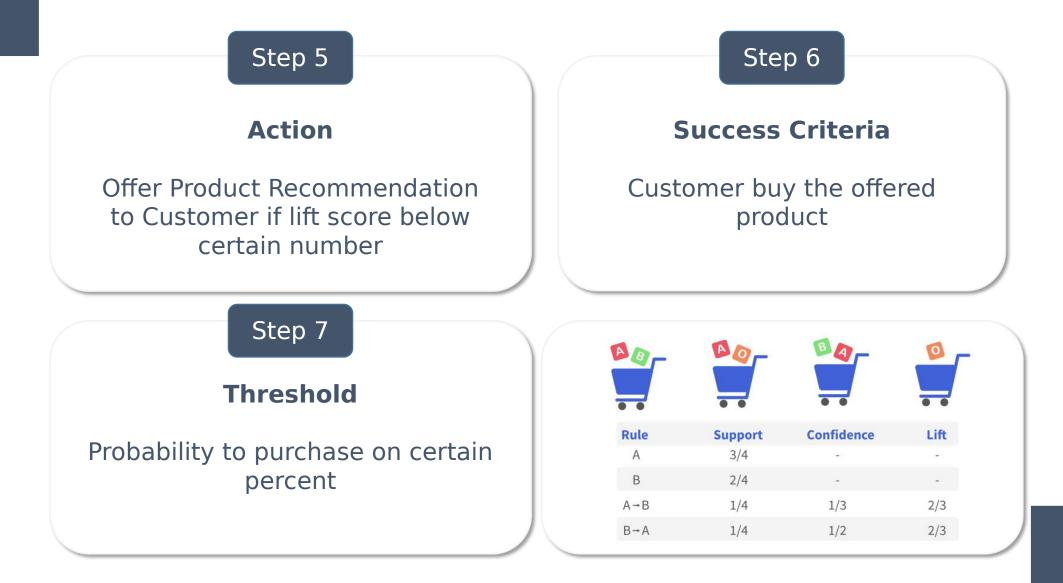


Order Recommendation

Product Bundling



Direct Marketing



Contacts

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