

Customer Base Segmentation

RapidMiner & QlikView Deliver Optimized Sales Management

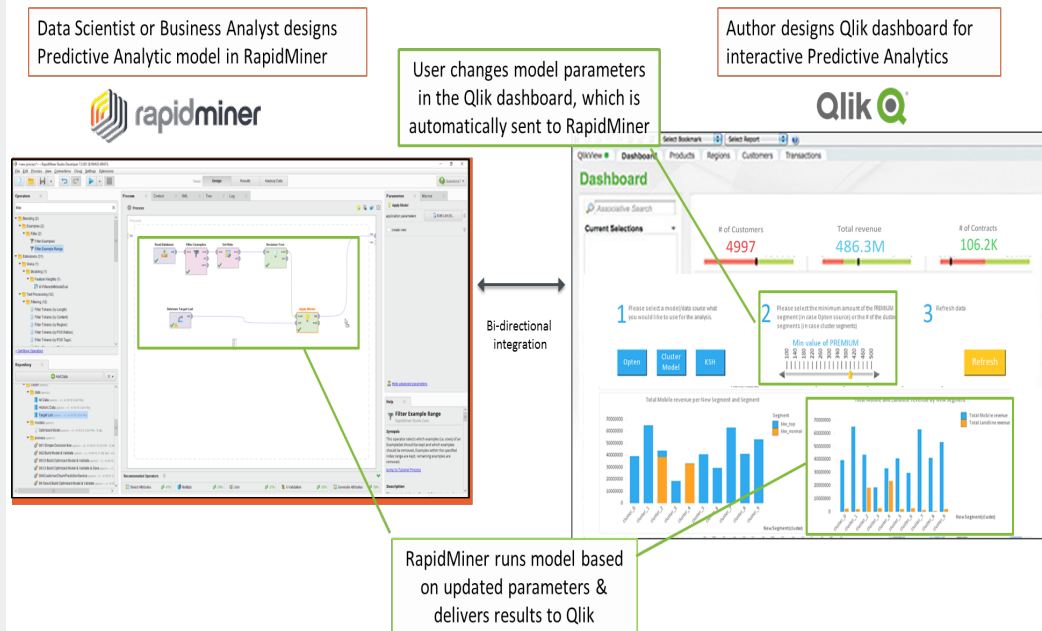


Customer
Mobile sector leader

Location
Global

Industry
Telecommunications

The seamless integration of RapidMiner's lightning fast data science platform and QlikView's strong visualization capabilities provides a Customer Segmentation solution to drive revenue optimization.



The Challenge

One of the most important challenges they are facing is customer segmentation due to multiple data sources and different business needs. Because IT has to prepare the data and modify the model to fit each business scenario manually—time and money is lost in process.

The Solution

Connect, combine and analyze both structured and unstructured data coming from multiple data sources with RapidMiner. Create an automated segmentation system based on users specified parameters provided directly from QlikView dashboard. Use of QlikView connection enables users to trigger a workflow directly from QlikView and evaluate different models based on those parameters.

The Results

Business users are now able to visualize the customer base before and after segmentation in QlikView to quickly identify most valued segments. Greater understanding of customer based results reduced cost of sales and improved revenue opportunities by empowering business users who receive customized results which allows them to immediately deliver accurate and timely decisions.