

DATA REIMAGINED

MARKET SEGMENTATION

PACKAGE

APRIL 2019

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First Things First...



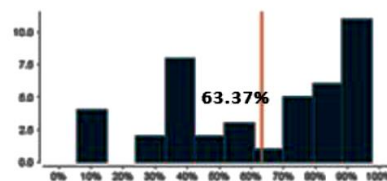
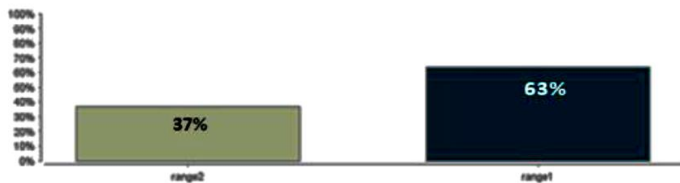
If your market segmentation effort involves initial information-gathering, purchase of this package includes **FREE** creation of a max diff or conjoint survey for distribution. Alternatively, we will collect and prepare data for an

a priori analysis if that is how you want your segmentation structured: This is one of our specialties.

MARKET SEGMENTATION PACKAGE

Most Likely: Range 1

Confidence Distribution



ACCURACY

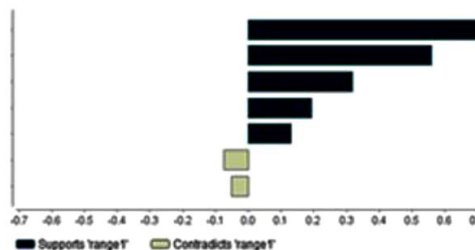
88%

Sensitivity for Range One: 92.00%

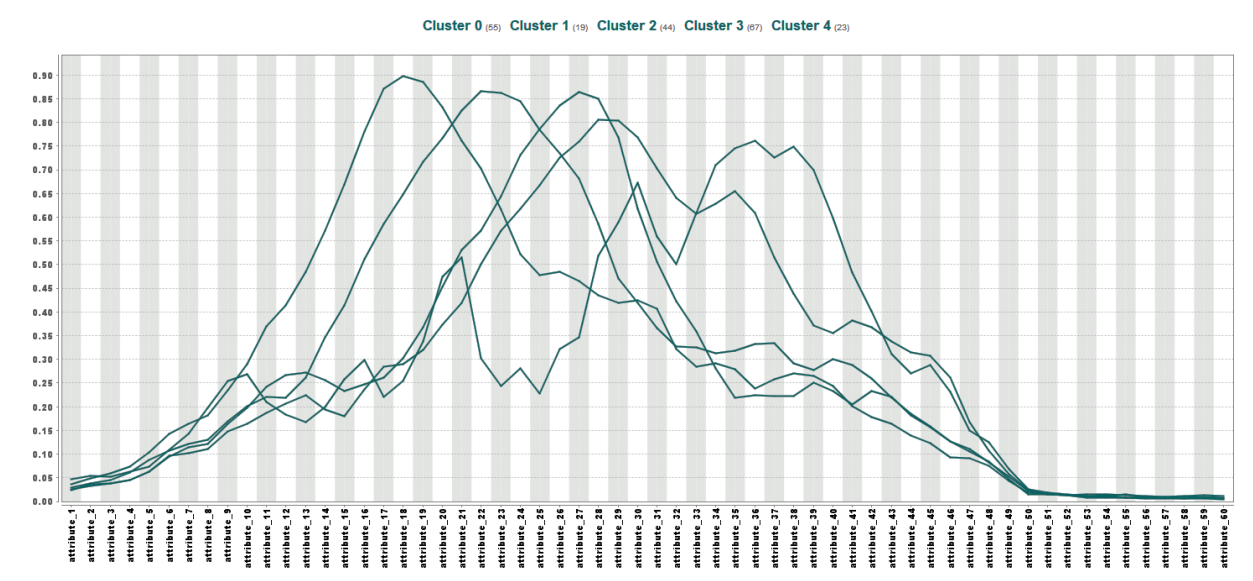
Precision for Range One: 88.46%

Important Factors for Range 1

- My first priority is to minimize risk in my practice of medicine
- I prefer to investigate something new and think about it before acting on it
- I just want the unembellished facts
- My first priority is to ensure my patient gets the best care no matter the risk
- Takes a lot of time to diagnose
- I like adapting to new situations and challenges
- Confidence in outcomes



The content of this package will vary according to client requirements. Some will be more interested in a presentation like the one above; others may just want the information as shown below. We are happy to do this either way.



There are some essential components to our customer segmentation analyses that differentiate them from other similar ones:

- We usually assume responsibility for the process from start to finish working as part of a team; if we are the entire team, that is fine, too
- If we are part of your team, we work with your staff—no matter what level their understanding of the process
- Included are the appropriate analytical models required to produce an actionable customer segmentation—one that you can understand

- Predictive analysis is based on factors that will make the predictions useful and not the result of a kitchen sink approach
- Segmentations include a combination of quantitative and qualitative information, as appropriate; a cluster analysis and a sentiment analysis may each contribute to a meaningful analysis
- Ours is a transparent process and we provide you with performance metrics and model validation information

SEGMENTATION PROJECT PROCESS

There is a basic process that may vary depending on the nature and scope of the project:

- Project Scope and Objectives are Defined
- Post Hoc or A Priori Source of Data is Identified
- Stakeholder Roles, Including Data Reimagined, Are Identified
- The Customer Segmentation Methodology is Presented for Approval
- Deliverables and Timeline are Established
- Project is Completed Independently or as Part of a Team

SEGMENTATION PROJECT FRAMEWORK

While the deliverables will vary from project to project, these are common inclusions in the segmentation analyses:

- Client Demographics
- Customer Persona

- Segmentation/Statistical Models
- Performance Metrics and Model Validations
- Customer Journey Mapping
- Trend Analysis
- Text or Sentiment Analysis
- Predictive Analysis
- Presentation-Ready Format
- PowerPoint Presentation

DELIVERY TIMEFRAME

Aside from survey time or time to collect data for an a priori analysis (neither of which will matter if you already have data), an estimated two to four weeks.

PRICING

Most customer segmentations range in price from \$3,000 to \$5,000. Individual segments can be quoted separately.

TERMS

Terms are 50% down and the balance upon delivery.

CONTACT US FOR MORE INFORMATION AT:

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