



CUSTOMER SEGMENTATION BASED ON VALUE DRIVERS

PROJECT BACKGROUND

A global leader in pharma and devices was looking to put in place a meaningful actionable customer segmentation based on value drivers for its universe of more than 130 000 B2B customers.

GEMSEEK'S ROLE

GemSeek constructed a predictive data analytics model, based on big data and messy small data inputs from CRM & installed base DBs, customer research, hospital demographics, secondary research, etc.

PROJECT DETAILS

GemSeek conducted the full scope of unlocking, data cleansing and processing, data management & warehousing, as well as data analytics and insights generation. GemSeek constructed market-level dashboards for each of the 17 markets, allowing Sales and Marketing to look-up individual customer specifics as preparation for sales visits or as part of consultative selling, as well as dashboard overview screens for management and strategic planning.

