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## Patent Search

Invention Title	An Advance Customer segmentation using machine learning based Approach
Publication Number	46/2022
Publication Date	18/11/2022
Publication Type	INA
Application Number	202241059636
Application Filing Date	19/10/2022
Priority Number	
Priority Country	
Priority Date	
Field Of Invention	COMPUTER SCIENCE
Classification (IPC)	G06K0009620000, G06Q0030020000, G06N0020000000, G06N0003080000, G06Q0030000000

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#### Abstract:

[1] Our Invention "An Advance Customer segmentation using machine learning based Approach" has been claimed. Nowadays Customer segmentation method for dividing company's customers for retaining customers and making profit out of them, in the following study customers of different or on the basis of their behavioral characteristics such as spending and income, by taking behavioral aspects into consideration makes these methods an effective ones. For this classification a machine algorithm named as kmeans clustering algorithm is used and based on the behavioral characteristics customer clusters help the company to target individual customer and advertise the content to them through marketing campaign and social media sites which Furthermore, the ability of any business to understand the needs of each of its customers will provide greater customer support in providing targeted developing customized customer service plans. This understanding is possible through structured customer service. Each segment has customers with features. Big data ideas and machine learning have promoted greater acceptance of automated customer segmentation approaches in favor of traditional often do not work when the customer base is very large. In this paper, the k-means clustering algorithm is used for this purpose. The Sklearn library Means algorithm (found in the Appendix) and the program is trained using a 100-pattern two-factor dataset derived from the retail trade. Characteristic customer purchases and average number of monthly customer

#### Complete Specification

Description:FIELD OF THE INVENTION

[2] Our Invention is related to an advance customer segmentation using machine learning based Approach.

BACKGROUND OF THE INVENTION

[2] Today many of the businesses are going online and, in this case, online marketing is becoming essential to hold customers, but during this, consistent and targeting all of them with similar marketing strategy is not very efficient way rather it's also annoys the customers by neglecting his or her customer segmentation is becoming very popular and also became the efficient solution for this existing problem.

[3] Customer segmentation is defined as dividing company's customers on the basis of demographic (age, gender, marital status) and behavioral (ordered, annual income) aspects. Since demographic characteristics does not emphasize on individuality of customer because same age groups may

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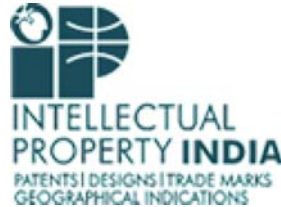
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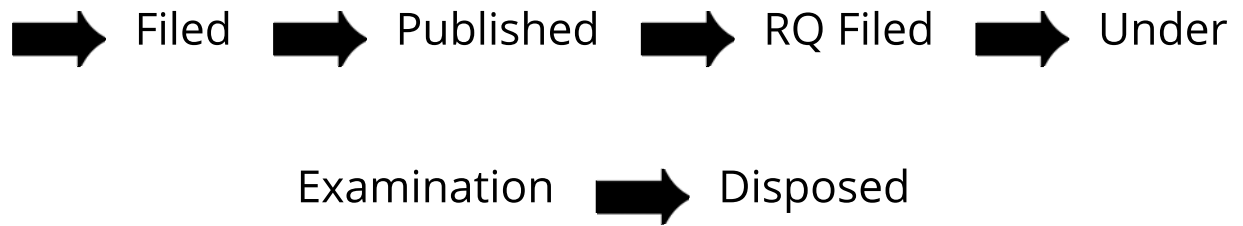
Application Details	
APPLICATION NUMBER	202241059636
APPLICATION TYPE	ORDINARY APPLICATION
DATE OF FILING	19/10/2022
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TITLE OF INVENTION	An Advance Customer segmentation using machine learning based Approach
FIELD OF INVENTION	COMPUTER SCIENCE
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PRIORITY DATE	
REQUEST FOR EXAMINATION DATE	--
PUBLICATION DATE (U/S 11A)	18/11/2022

Application Status

APPLICATION STATUS

**Awaiting Request for Examination**

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