Chapter

Users Segmentation Based on Google Analytics Income Using K-Means

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Alexandra La cruz · Erika Severeyn · Roberto Matute · Juan Estrada

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Abstract

Business intelligence (BI) is a set of techniques and practices to extract, transform and handle large volumes of data from a business, for analyzing and turning them into actionable business insights, to improve the profit and the most important is getting to know the customers better. Market segmentation (MS) is one of the BI strategies which converts the heterogeneous market into homogeneous subgroups, with similar characteristics that will define the marketing strategies. There are machine learning techniques that allow the most efficient segmentation in the market. One of these techniques is the k-means, which is an unsupervised learning technique that allows the segmentation of a data set from the Euclidean distances between each data and the centroids established by the method. This research aims to segment the customers of a web service based on the behavioral characteristics of the users. A company dedicated to helping small businesses and new entrepreneurs increase their customer base through the use of digital marketing strategies provides a database, which registers user behavior through events on their web application. A k-means method was applied to segment our client's list based on their interactions with the application. The k-means performed segmentation of 15 clusters that were organized into four groups, the most important group reported a very varied behavior pattern of usage of the web service, the 64.38% of clients are within this group, which suggests that the client's profile could be attached to the characteristics of this group.

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