

# Case study

## CPG brand

**OBJECTIVE:** A CPG brand needed help taking six attitudinal segments built from a custom research study & map them onto the US consumer-base

- Segmentation meant to describe **various aspects of living style** (behaviors & attitudes)
- **Few demographic differences** displayed across segments

**SOLUTION:** Before our team built a model for each segment they restricted the population to individuals between the ages of 18-49

- Built 6 logistic regression models & mapped each based on best relative score

**RESULT:** Achieved an average lift of 160; **60% more likely to be mapped correctly** than without any intervention

- Likely to be mapped correctly than without any intervention

