



# Predictive Analytics – Segmentation

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## The business challenge.

The client wished to segment clinical and medical consultant oncologists treating pancreatic cancer in the UK to further inform & optimise their sales messaging and targeting approach for their oncology product.

## Our approach.

To assess the core market dynamics of pancreatic cancer including HCP beliefs, attitudes and behaviours a robust yet elegant solution was needed. In this instance computer assisted telephone interviews were utilised to fully explore and challenge HCP beliefs and behaviours of this limited target population.

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### Methodology

- 30 minute CATI interviews were conducted with eligible oncologists
  - This approach provided cost effective and flexible approach to recruitment
  - Potential respondents were found using a combination of free found recruitment and client lists



### Techniques

- The final segmentation solution was arrived at by using a mix of objectivity combined with pragmatism.
- Utilising tried and tested data reduction methods e.g. Chaid and factoring. Refined by using genetic 'goal seeking' algorithms that 'shuffles' group membership to best fall in line with our clients business goals.



## The outcome.

By working closely with our client, understanding their business and being versatile to their needs we were able to offer an elegant segmentation solution which was 'bought' into at all levels of the organisation. Understanding our clients business, utilising multiple data sources and engaging with key stakeholder through workshop sessions were vital in order to deliver a successful, actionable outcome.

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