

## Segmentation Analysis

by Sudheer Sharma - Thursday, September 23, 2010

<http://dwhnotes.com/archives/1359>

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Segmentation is a known analysis approach/technique in Data Mining to identify trends in the market. It is used to create a profile of target market.

Demographics info, Geographics info and different patterns will be considered while segmenting of market

This information can help the company a lot with its marketing efforts. It can be used to decide what promotional method is most appropriate for the market.

Here is the url for white paper from Universtiy of Minnesota students on [Segmentation analysis](#).

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