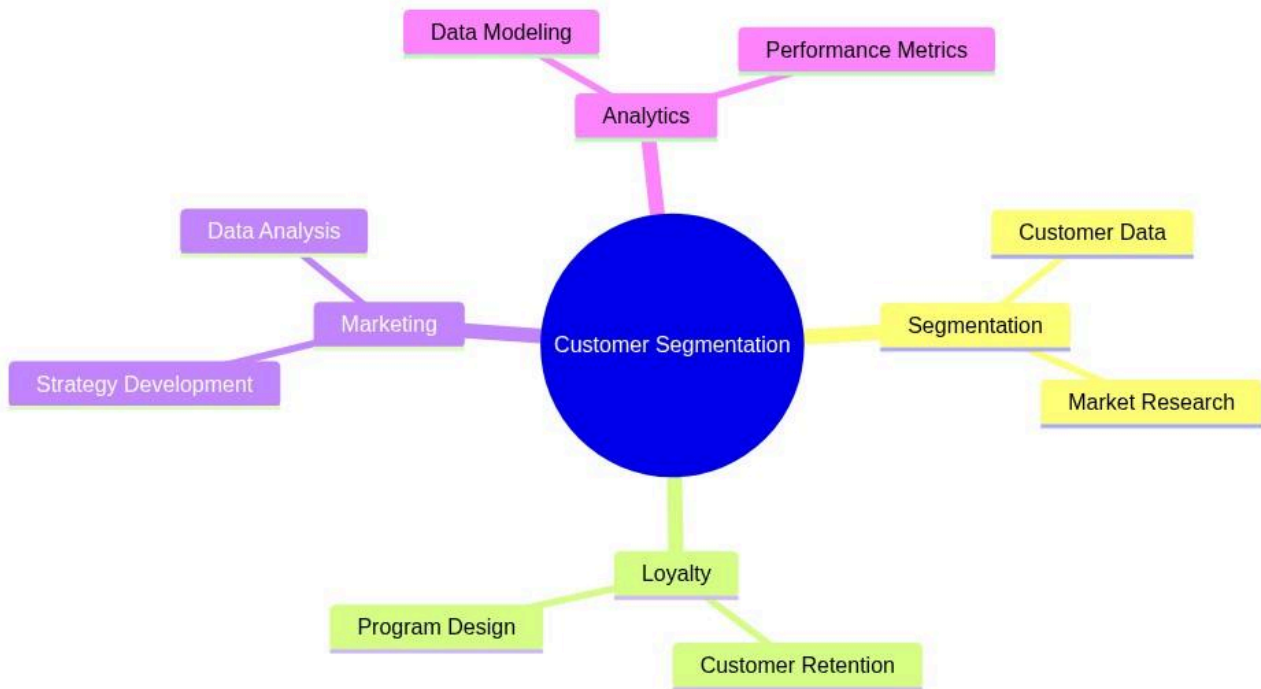


Loyalty Marketing Management

# Customer Segmentation



```
mindmap
  root((Customer Segmentation))
    Segmentation
      Customer Data
      Market Research
    Loyalty
      Program Design
      Customer Retention
    Marketing
      Strategy Development
      Data Analysis
    Analytics
      Data Modeling
      Performance Metrics
```