# AI everywhere webinar series #1

## Machine learning for customer marketing



### Trends in customer analytics

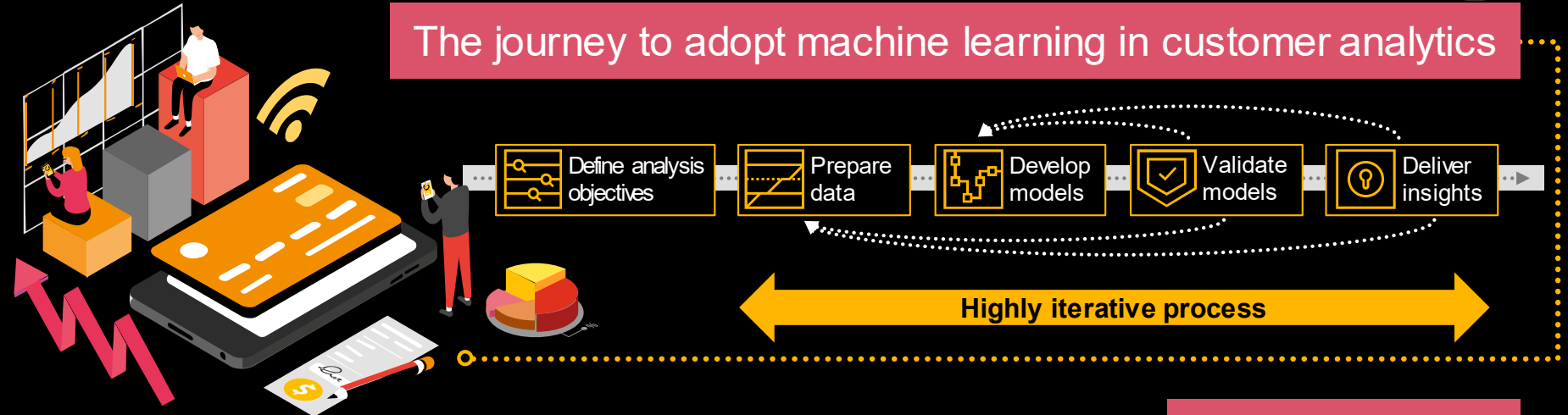- Personalisation, loyalty & CRM
- Omni-channel experience
- 3D, virtual, and augmented experience
- Delivery fulfillment
- Friction-free commerce

### The journey to adopt machine learning in customer analytics

Define analysis objectives → Prepare data → Develop models → Validate models → Deliver insights

**Highly iterative process**

### 6 lessons learnt

**Key lessons learnt for customer marketing**

- Data pre-processing
- Machine learning model selection
- Feature selection
- Splitting data for training and validation
- Improving transparency and interpretability
- Parameter optimisation

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