

# Segment & Conquer

## Uncovering High-Value Multi-Dwelling Units for Strategic Customer Acquisition

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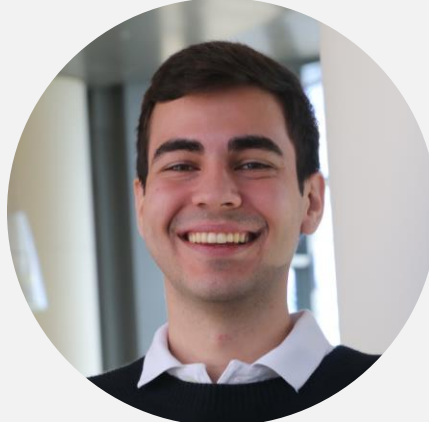
COMCAST



Atharva Navaratne

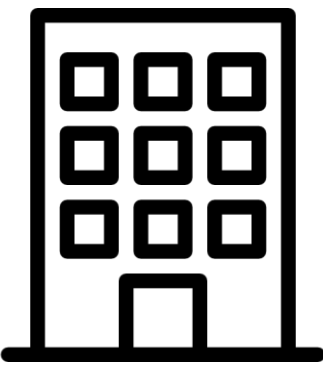


Andrés Camarillo



### Overview

#### What are Multi-Dwelling Units (MDUs)?



Residential Buildings  
with 2+ units



Residents Buy **Wi-Fi**  
from Comcast

#### The Unexplored Market

5x

More **MDUs** than what has  
already been explored *in years*

How should salespeople **prioritize**?

#### General Idea

Identify High-Value MDUs  
In **Comcast's** active clients



Find Lookalikes  
In the **unexplored market**



If an MDU has been **valuable in the past**, a similar  
undiscovered MDU will likely be **valuable too**

### Modeling Approach

#### Lookalike Modeling

Finding MDU segments that are meaningful and differentiated in building customer lifetime value

##### Augment Data

With 3rd-party sources for **active MDUs** and **unexplored MDUs**



- Size
- Education
- Income
- Etc.

##### K-means Clusters

Segment **active MDUs**, using  
building CLV as one of 15 features



**Statistically significant** difference in  
building CLV between clusters

##### Lookalike Classifier

Random forest on **active MDUs**  
to predict clusters **without using**  
**building CLV**



85%

Distance-weighted precision and recall

##### Assignment

Assign cluster labels to  
**unexplored MDUs**

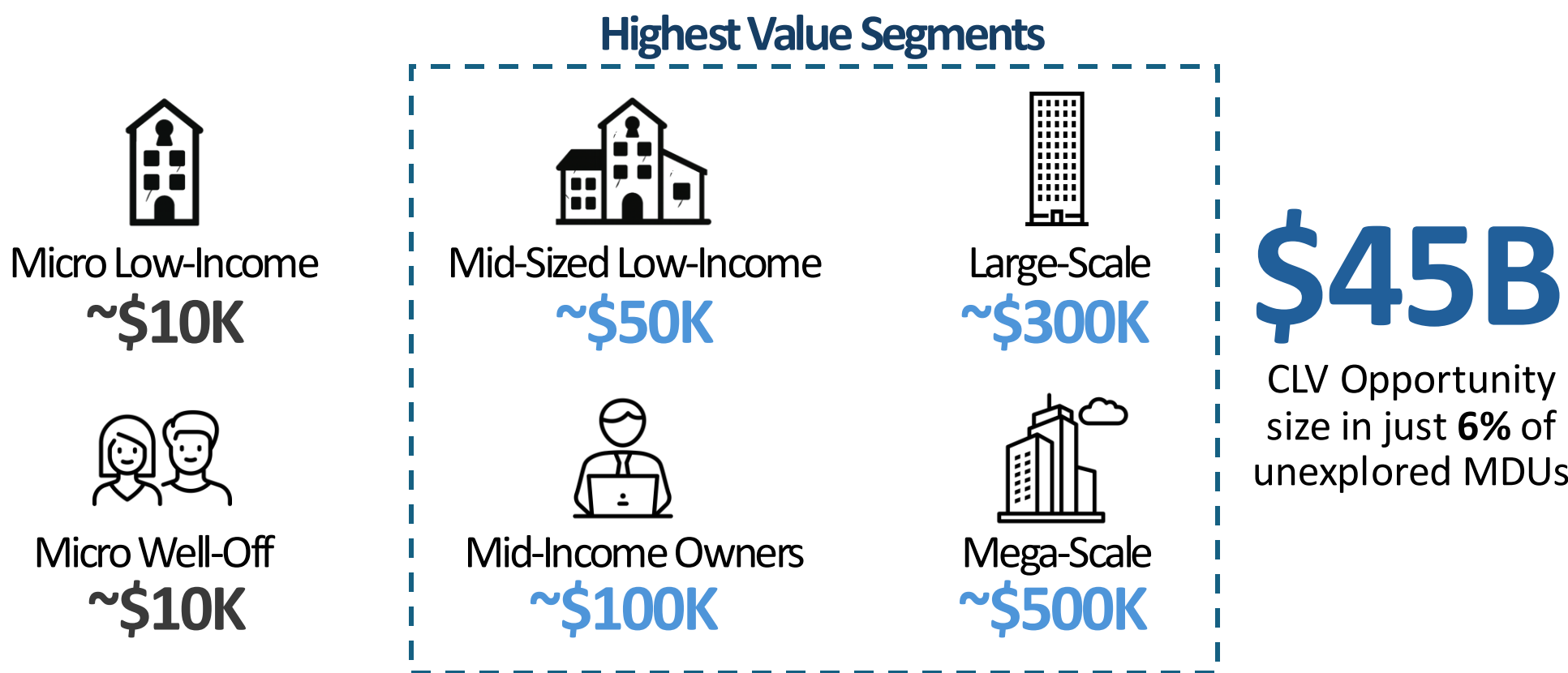


### Impact

1

#### Identified High-Value MDU Segments

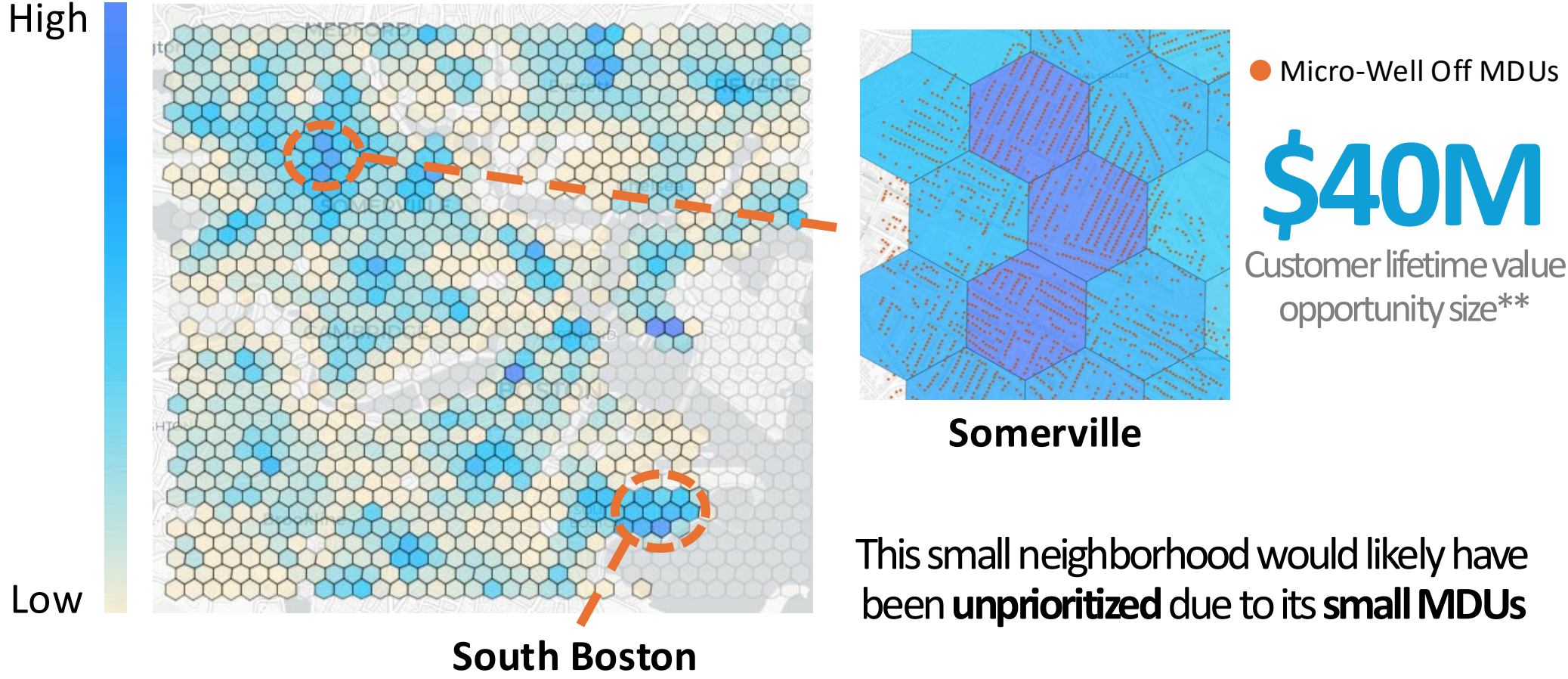
That are Differentiated in Building Customer Lifetime Value\*



2

#### Mapped High-Value Unexplored Areas

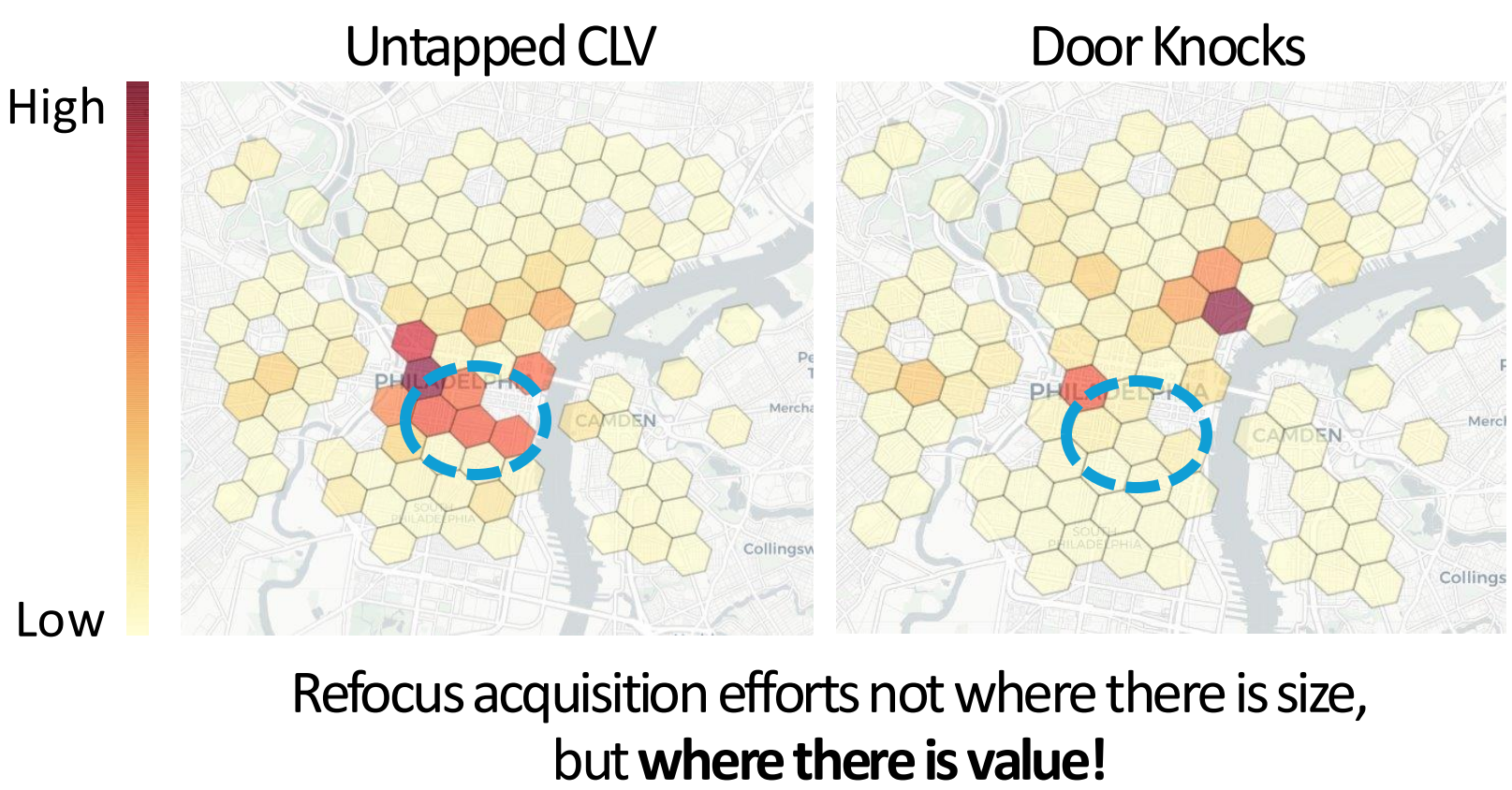
Estimated CLV in Boston's Unexplored Market



3

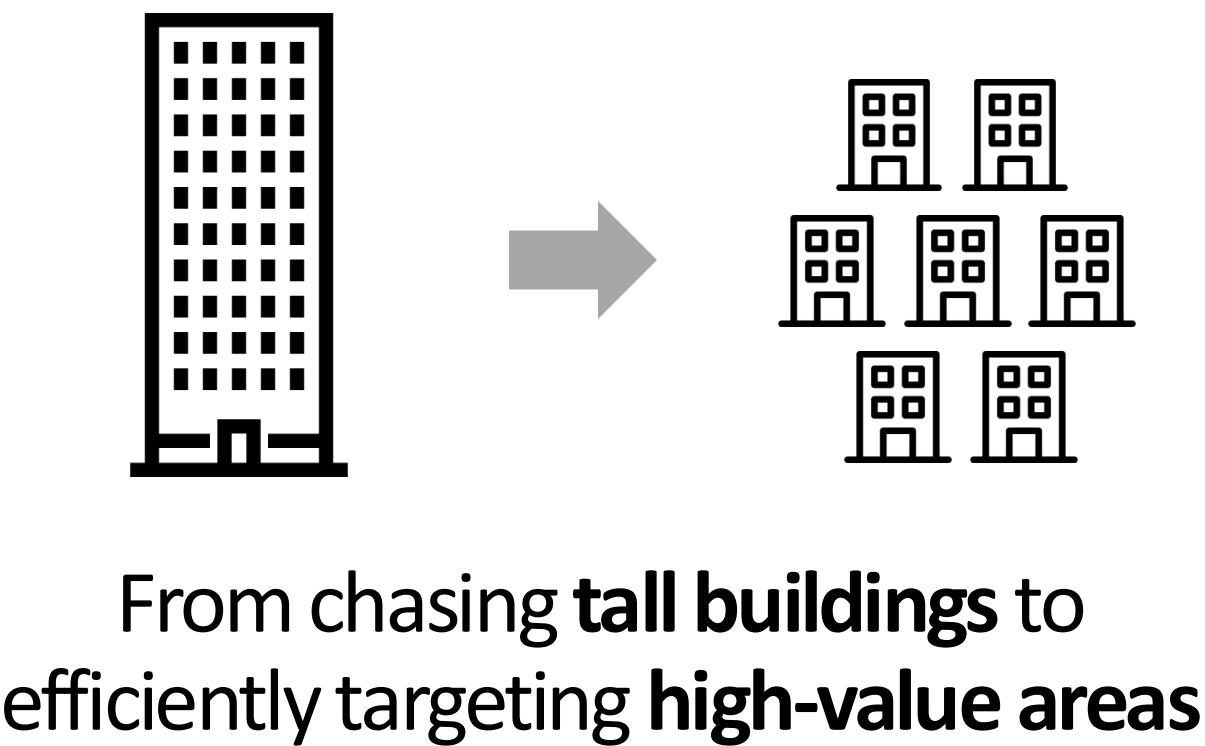
#### Informed Growth Within Explored MDUs

Undermarketed Areas in Comcast's Philadelphia Footprint



4

#### Changed the Paradigm



From chasing **tall buildings** to  
efficiently targeting **high-value areas**

\*Segment CLVs are fictional and show relative order of magnitude. True CLVs intentionally hidden. \*\* Opportunity size is calculated using actual CLVs.