**PROBLEM STATEMENT**

In order to increase revenue by 130% in 2020, a pathway for customer acquisition growth through targeting the ideal customer (segmentation), at the right opportunities (customer journey), with the right value proposition (features and values) must be defined.

**METHODOLOGY**

- Assess growth at current rates
- Gather data through survey and interviews
- Segmentation, personas, and customer journey
- Analysis and recommendations
- Develop model

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**Data-Driven Segmentation**

- **LTV (C, A, E) = Positive**
  - Negative: 0.84, Neutral: 1.02, Positive: 1.06
- **LTV (C, A, E) = Neutral**
  - Negative: 0.89, Neutral: 1.06, Positive: 1.11
- **LTV (C, A, E) = Negative**
  - Negative: 0.91, Neutral: 1.07, Positive: 1.16

**Recommendations**

1. Increase LTV
2. Increase Referral Rate
3. Reduce Agency COCA
4. Reduce Marketing expenses