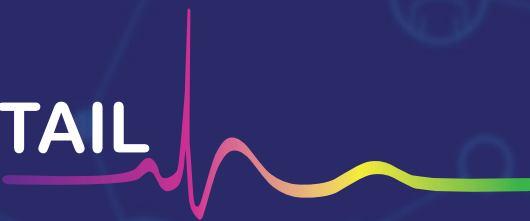


Data for Business Value

(Part 2)

Data Enrichment and Visualization

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In our previous article, we explored how customer satisfaction survey data can reveal distinct customer segments that drive strategic business decisions. However, survey data alone tells only part of the story. Through data enrichment and visualization, we can transform our initial segmentation insights into a comprehensive understanding of our entire customer base, revealing patterns that would otherwise remain hidden.

The Challenge of Incomplete Data

While our initial segmentation provided valuable insights, we face a common challenge in survey-based research: not all customers respond to surveys. This limitation means our initial segmentation, though powerful, may only represent a subset of our customer base. To make truly data-driven decisions, we need to understand the segmentation of all our customers, including those who didn't participate in the survey.

Enriching Customer Data: Beyond Survey Responses

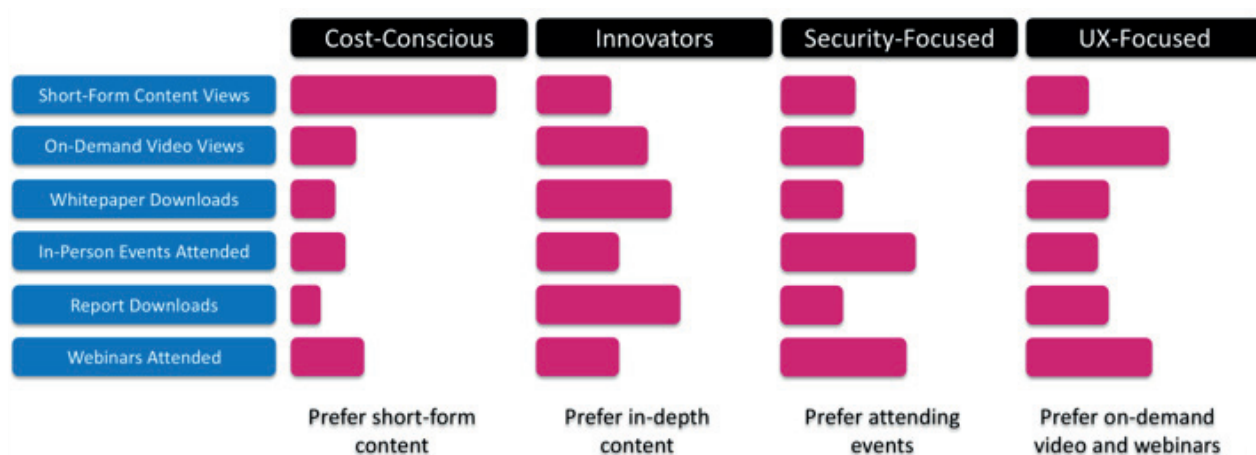
To address this challenge, it's crucial to enrich our dataset with additional demographic or behavioural variables that can help predict segment membership. For example, smaller businesses might be more price-sensitive, leading us to incorporate company size into our analysis. Similarly, we might collect industry classifications or purchase behaviour to create a richer, more accurate model of segment membership.

By enriching the dataset in this way, we can develop predictive models that compensate for missing survey data, allowing us to estimate segment membership for customers who didn't respond to our questionnaire. This allows us to extend our segmentation to the entire customer base.

Visualization Reveals Hidden Patterns

Once the dataset is enriched, data visualization becomes a powerful tool for revealing trends and patterns that may otherwise remain hidden. We could, for example, create a dashboard that visualizes segment membership by a series of content consumption metrics. This assumes that we have a strong taxonomy to categorize our content, which enables us to visualize the data effectively. We visualize our segments by six content consumption indicators, and find the trends illustrated in the image below:

Data Visualization



The four segments are further described below:

- 1. Cost-Conscious Customers:** More likely to engage with short-form content such as checklists. They seek value also in content consumption.
- 2. Innovators:** More likely to engage with whitepapers and reports. They value depth in content consumption.
- 3. Security-Focused Users:** More likely to engage with in-person events and webinars. They value networking.
- 4. UX-Focused Customers:** More likely to engage digital content such as videos and webinars. They are the digital natives of content consumption.

The distinct content consumption patterns revealed through our visualization analysis provide clear direction for content strategy, which will be the focus of our next article.

Conclusion

Through data enrichment and visualization, we've transformed our initial segmentation into a dynamic tool for understanding and engaging our entire customer base. These insights enable more precise targeting and more effective customer engagement strategies.

In our final article, '**Data for Business Value (Part 3): Putting it All Together with Data-Driven Content Strategy**,' we'll explore how to leverage these enriched insights to create targeted content strategies that resonate with each segment.



*This article is part of a three-part series on **Data for Business Value**.*

The previous article was:

■ *Part 1: Using Survey Data for Customer Segmentation*

Coming next:

■ *Part 3: Putting it All Together with Data-Driven Content Strategy*

Visit our [website](#) to find out more about how we help organizations transform complex data into actionable insights that drive strategic decision-making and innovative engagement.

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