

## Discriminative Clustering For Market Segmentation

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~~Discriminative Clustering For Market Segmentation~~

We study discriminative clustering for market segmentation tasks. The underlying problem setting resembles discriminative clustering, however, existing approaches focus on the prediction of univariate cluster labels. By contrast, market segments encode complex (future) behavior of the individuals which cannot be represented by a single variable.

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Discriminative Clustering for Market Segmentation Peter Haider Dep. of Computer Science Univ. of Potsdam, Germany [email protected] † Luca Chiarandini Web Research Group Universitat Pompeu Fabra Barcelona, Spain [email protected] ABSTRACT We study discriminative clustering for market segmentation tasks.

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Discriminative Clustering For Market Segmentation Author: wcaczm.alap2014.co-2020-10-26T00:00:00+00:01 Subject: Discriminative Clustering For Market Segmentation Keywords: discriminative, clustering, for, market, segmentation Created Date: 10/26/2020 6:02:11 PM

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The underlying problem setting resembles discriminative clustering, however, existing approaches focus on the prediction of univariate cluster labels. By contrast, market segments encode complex (future) behavior of the individuals which cannot be represented by a single variable. In this paper, we generalize discriminative clustering to structured and complex output variables that can be represented as graphical models.

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DEEP CLUSTERING: DISCRIMINATIVE EMBEDDINGS FOR SEGMENTATION AND SEPARATION John R. Hershey<sup>1</sup>, Zhuo Chen<sup>2</sup>, Jonathan Le Roux, Shinji Watanabe <sup>1</sup>Mitsubishi Electric Research Laboratories (MERL), Cambridge, MA 02139, USA <sup>2</sup>Columbia University, New York, NY, USA

~~Deep clustering: Discriminative embeddings for ...~~

Discriminative clustering is well adapted to the co-segmentation problem for two reasons: first, we can re-use existing features for supervised classification or detection, in particular state-of-the-art architectures based on histograms of local features and kernel methods [25]. Relying on supervised tools and previous research dedicated

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## ~~Discriminative clustering for image co-segmentation~~

In this paper, we combine existing tools for bottom-up image segmentation such as normalized cuts, with kernel methods commonly used in object recognition. These two sets of techniques are used within a discriminative clustering framework: the goal is to assign foreground/background labels jointly to all images, so that a supervised classifier trained with these labels leads to maximal separation of the two classes.

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## ~~Discriminative Clustering for Market Segmentation - CORE~~

Note that although clustering methods can be applied to segmentation problems, the segmentation problem is technically different in that clustering is classically formulated as a domain-independent problem based on simple objective functions defined on pairwise point relations, whereas partitioning may depend on complex processing of the whole input, and the task objective may be arbitrarily defined via training examples with given segment labels.

## ~~segmentation and separation - arXiv~~

Clustering. Used for market segmentation. Researchers want to find groups that can be targeted with the same marketing strategy. Given data of which users click on certain ads, derive discriminative clusters. Strategy seen in use for almost 2 decades!

## ~~Data Mining BS/MS Project - Academics | WPI~~

Given a model trained this way, inference is performed consistently by extracting pixel-wise embeddings and clustering, with the semantic label determined by the majority vote of its nearest...

## ~~SegSort: Segmentation by Discriminative Sorting of Segments~~

Each segment is a group of homogeneous customers that marketers can identify, target, and communicate. In early market segmentation research, clustering was considered almost synonymous with market segmentation. As the spectrum of market segmentation expanded from customer profiling to behavioral and attitudinal studies concerning customer interaction with marketing mix, the market segmentation techniques evolved to simultaneously considering multiple sets of variables in both descriptive ...

## ~~A unified framework for market segmentation and its ...~~

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