Title : Customer Segmentation Using K-Means Clustering and Cost Estimation of Facebook Advertising Using Regression

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ABSTRACT

This report aims to provide Super Trader Republic Co., Ltd. with insights into customer segmentation and the estimation of Facebook advertising costs. The customer segmentation analysis utilizes the K-means Clustering technique to classify customers based on various factors such as age, occupation, portfolio size, and residential location. Additionally, Bayesian Regression is employed to estimate the advertising costs on Facebook by evaluating metrics including the number of impressions, ThruPlay, and inbox messages. The results from both the customer segmentation analysis and the advertising cost estimation can be applied to enhance marketing strategies and optimize the management of advertising budgets.

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