

Sr No.	Title & Year	Authors	Topic/Area of the Study	Research Focus/Aim	Methodology	Key Findings	Limitations	Relevance to Your Research
1	A Customer Segmentation Framework for Targeted Marketing in Telecommunication (2017)	Anahita Namvar, Mehdi Ghazanfari, Mohsen Naderpour	Customer segmentation in the telecommunication industry	To develop a data-driven segmentation approach for mobile broadband users to support targeted marketing strategies	Behavioral and beneficial segmentation framework, data mining techniques applied to Call Detail Records (CDRs)	The proposed segmentation model improved marketing strategies, increased Average Revenue Per User (ARPU), and reduced marketing expenses	The study is limited to telecom broadband customers, and findings may not generalize to other industries	Useful for understanding how data-driven segmentation can enhance marketing effectiveness in digital platforms, applicable to e-marketing strategies
2	Customer Segmentation for Smooth Shopping Experience (2023)	Prof. Vaishali Jabade, Shivam Ghadge, Matin Jamadar, Padmanabh Girase	Customer segmentation for local retail businesses to improve targeted marketing	To enhance targeted marketing for local retailers using multiple clustering techniques	Comparison of K-Means, Agglomerative clustering, Density-Based Spatial Clustering, Mean Shift clustering, and Balanced Iterative Reducing and Clustering using Hierarchies	The study highlights that different clustering methods yield different customer segmentations, and the best approach depends on specific business needs	Focuses only on local retail businesses; does not consider e-commerce segmentation	Provides insights into the effectiveness of various clustering techniques, which can be useful in e-marketing strategies for electronics goods in Maharashtra
3	E-commerce Sales Forecast Based on Ensemble Learning (2020)	Choujun Zhan, Jianbin Li, Wei Jiang, Wei Sha, Yijing Guo	E-commerce sales forecasting using AI and machine learning techniques	To predict sales trends in e-commerce platforms using ensemble learning models	Used CatBoost, GBDT, LightGBM, and XGBoost for regression prediction based on a dataset with 75 million transactions	CatBoost outperformed other ensemble learning models in sales forecasting	Focused only on sales data from one e-commerce company, limiting generalizability	Provides insights into predictive analytics for e-commerce, which can be useful in forecasting consumer buying behavior for electronics goods in Maharashtra
4	The Practical Approach in Customers Segmentation by Using the K-Means Algorithm (2020)	E.Y.L Nandapala, K.P.N Jayasena	Customer segmentation using the K-Means algorithm	To implement K-Means clustering for customer segmentation based on annual income and spending score	Applied K-Means clustering on customer data, analyzed six clusters based on principal components	K-Means clustering provided meaningful customer segments for targeted marketing strategies	Only considers annual income and spending score, lacks behavioral and psychographic segmentation	Demonstrates practical application of K-Means for customer segmentation, useful for e-marketing strategies in Maharashtra
5	A Systematic Approach to Customer Segmentation and Buyer Targeting for Profit Maximization (2018)	Kalyani Bhade, Vedanti Gulalkari, Nidhi Harwani, Sudhir N. Dhage	Customer segmentation and targeted marketing for profit maximization	To analyze purchase history and determine key parameters for segmenting customers effectively	Applied K-Means clustering and Singular Value Decomposition (SVD) for segmentation and recommendation	Identified high-value customer segments and optimized marketing strategies for increased profitability	Focuses on structured purchase data, does not include unstructured behavioral data	Provides insights on leveraging data-driven customer segmentation for targeted marketing and business profitability
6	Demand Forecasting for E-Commerce Platforms (2020)	Anupriya Jain, Shambhavi BR, Vikram Karthikeyan, Sindhu K, Sahana B, Balaji S	Demand forecasting in e-commerce using machine learning models	To compare the effectiveness of SARIMA and LSTM models in forecasting e-commerce product demand	Applied SARIMA and LSTM models on historical sales data to predict future demand	LSTM model performed better in capturing non-linear demand relationships compared to SARIMA	Focused only on a limited dataset; external market factors were not considered	Highlights advanced predictive techniques useful in understanding consumer demand patterns for electronics goods in Maharashtra
7	Exploring Customer Segmentation in the Context of Market Analysis (2023)	Godcares Ndubuisi, Ankit Sirsath, Shruti Patil	Customer segmentation for market analysis	To identify patterns in customer behavior using clustering techniques	Applied various clustering methods including K-Means and Hierarchical clustering for market segmentation	Different clustering techniques reveal different customer behaviors and insights	Lacks real-time application scenarios; focuses more on theoretical segmentation models	Provides useful insights into data-driven customer segmentation methods applicable in e-marketing strategies
8	Unleashing Customer Insights: Segmentation Through Machine Learning (2023)	Abbeer Wani, Priyanka M, Dr. Prasath R	Customer segmentation using machine learning techniques	To apply clustering techniques to segment customers based on transactional credit card data	Used K-Means clustering, Principal Component Analysis (PCA), and Hierarchical clustering on Online Retail II dataset	Machine learning-based segmentation provided valuable insights for targeted marketing strategies	Focused only on transactional credit card data, missing behavioral insights	Highlights how machine learning can be leveraged for customer segmentation, useful for e-marketing strategies in Maharashtra
9	Customer Segmentation for Targeted Marketing: A Comparative Analysis of Clustering Techniques (2023)	Rasikh Ali, Sheeraz Akram, Tayyaba Farhat, Sanya Abdullah	Comparative analysis of clustering techniques for customer segmentation	To evaluate the effectiveness of K-Means and Hierarchical Clustering for customer segmentation in online retail	Used CRISP-DM methodology, applied K-Means and Hierarchical clustering, assessed using Silhouette and Davies-Bouldin scores	K-Means clustering was found to be more effective in terms of performance and interpretability	Study is limited to one dataset and does not explore hybrid clustering techniques	Provides insights into comparative clustering methods, useful for understanding segmentation effectiveness in e-marketing
10	Customer Segmentation for Targeted Marketing: A Comparative Analysis of Clustering Techniques (2023)	Rasikh Ali, Sheeraz Akram, Tayyaba Farhat, Sanya Abdullah	Comparative analysis of clustering techniques for customer segmentation	To evaluate the effectiveness of K-Means and Hierarchical Clustering for customer segmentation in online retail	Used CRISP-DM methodology, applied K-Means and Hierarchical clustering, assessed using Silhouette and Davies-Bouldin scores	K-Means clustering was found to be more effective in terms of performance and interpretability	Study is limited to one dataset and does not explore hybrid clustering techniques	Provides insights into comparative clustering methods, useful for understanding segmentation effectiveness in e-marketing

Summary of My Literature Review

I have read 10 research papers on customer segmentation using data analytics and machine learning, and they all explain how businesses can group customers in a better way. Most papers used K-Means clustering, which was found to be the most effective technique in segmenting customers based on their spending, behavior, or demographics. Some studies focused on telecom industry, where customer segmentation helped in targeted marketing and revenue growth. Other papers worked on e-commerce, where different clustering methods like Hierarchical, DBSCAN, and PCA were tested, but K-Means gave the best results in most cases. A few studies explored sales forecasting using machine learning models like CatBoost, XGBoost, and LSTM, showing that these models help in predicting demand and improving business decisions. One paper explained that combining customer value with behavior-based segmentation gives better marketing results. Another study showed that targeting the right customers with proper segmentation leads to higher sales and better engagement. Overall, these 9 papers prove that machine learning makes customer segmentation more accurate and efficient. This research is very important for e-marketing and business growth, because understanding customers through data-driven insights is necessary in today's competitive market.