

Shiny for segmentation:

Using Machine learning to
enhance flow management



The problem

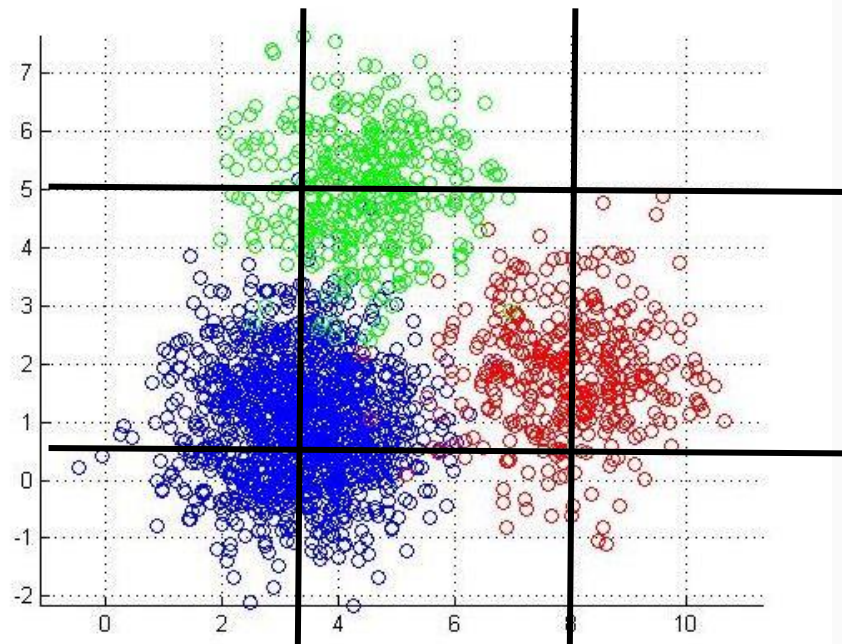
Segmentation used to manage flows in big industries.

What is the best method for segmentation ?



Algorithm used: k - means

Clustering algorithm that detects the grouping minimizing the distance between elements inside a cluster and maximizing the distance between clusters.





Segmentation app

- Allow to integrate as many dimensions as relevant to the industry
- Doesn't draw arbitrary limits from a cluster to another but fit the data's nature
- Allow to assess the ideal number of cluster for each set of data