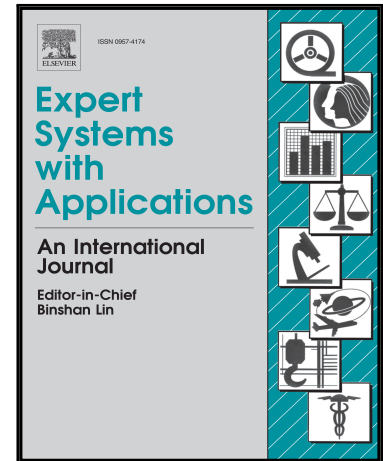


## Accepted Manuscript

Benefit-based consumer segmentation and performance evaluation of clustering approaches: An evidence of data-driven decision-making

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PII: S0957-4174(18)30146-5  
DOI: [10.1016/j.eswa.2018.03.007](https://doi.org/10.1016/j.eswa.2018.03.007)  
Reference: ESWA 11854



To appear in: *Expert Systems With Applications*

Received date: 30 April 2017  
Revised date: 28 February 2018  
Accepted date: 6 March 2018

Please cite this article as: Deepak Arunachalam , Niraj Kumar , Benefit-based consumer segmentation and performance evaluation of clustering approaches: An evidence of data-driven decision-making, *Expert Systems With Applications* (2018), doi: [10.1016/j.eswa.2018.03.007](https://doi.org/10.1016/j.eswa.2018.03.007)

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**Highlights**

- Performance of different clustering techniques varies significantly in practice.
- Generalised-distance and Gower-distance metrics perform better for ordinal data.
- Fuzzy and Self-Organising Maps (SOM) techniques are comparatively more efficient.
- Consumer segments derived from SOM has more capability to provide useful insights.

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