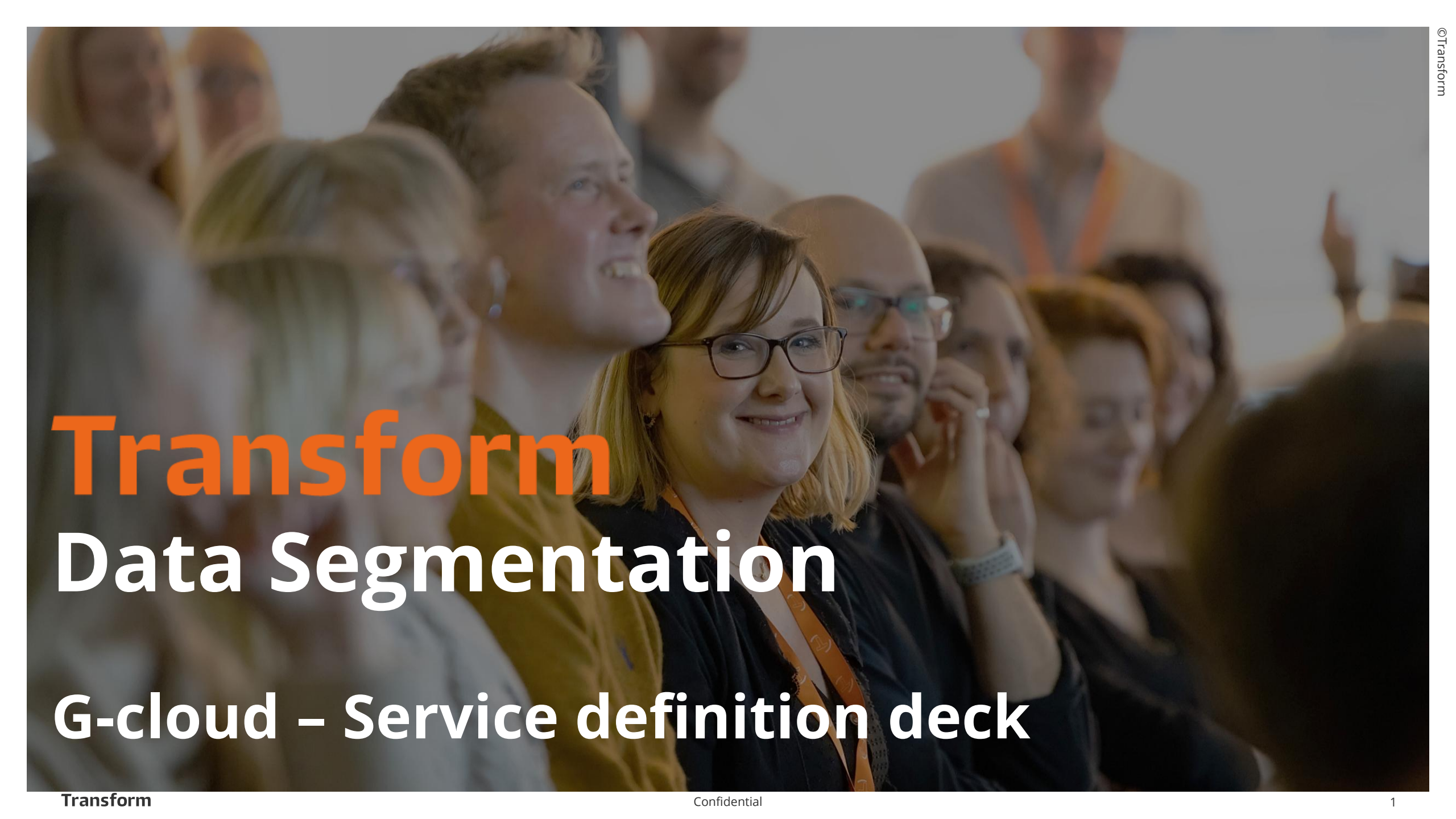




Transform

Data Segmentation

G-cloud – Service definition deck

Data Segmentation.

Transform design data segmentation solutions that group customers, products, or behaviours into meaningful clusters based on value, needs, and intent. Using advanced analytics and first-party data, we create actionable segments that power targeted marketing, personalised experiences, smarter product decisions, and more accurate performance measurement, forecasting, and growth across your organisation.

Data Segmentation.

Service Features

- GDPR compliant data processing policies.
- Focus group facilitation
- Psychographic/Attitudinal segmentation
- Geo-demographic segmentation
- Value based segmentation (RFM)
- Behavioural segmentation using unsupervised Machine Learning techniques
- Persona development
- Pattern recognition
- Text analysis & NLP
- Machine Learning & AI

Service Benefits

- Understand motivations, interests and values of your user/customer base
- Supports product preferences and new product development
- Increase relevancy and in turn Return of Investment
- Reduce Churn
- Increase acquisition/adoption
- Building internal skills and capabilities for long-term sustainability
- Combining data science with creative communications expertise
- Co-location/co-creation
- GDPR and Personal Information Security management aware
- Deep understanding of government strategy and assurance

Who we are.

We are Consultants & Builders

Who work across the **public and private sectors to solve organisational challenges**, design solutions and build digital services – working for clients like Department for Education, IKEA, Ministry of Justice and Local Government.

We work with you from problem statement to go-live. We don't hand off until the job is done, and **your people are ready.**

We are Transformation Partners

Who help our clients navigate change through consultancy, design, data & technology services, meeting them where they are to **turn knotty problems into elegant solutions** with maximum efficiency and impact.

Our people care about delivering the right things in the right ways. **We're all in.**

We are Thinkers & Doers

Who work out **what needs doing and does it**—simple as that. Our strategic thinking is better because we understand what delivery looks like, and our delivery is better because we stay aligned with the strategy and outcomes.

A can-do attitude backed by a why-do ethos.

We've been **innovating with AI** for decades

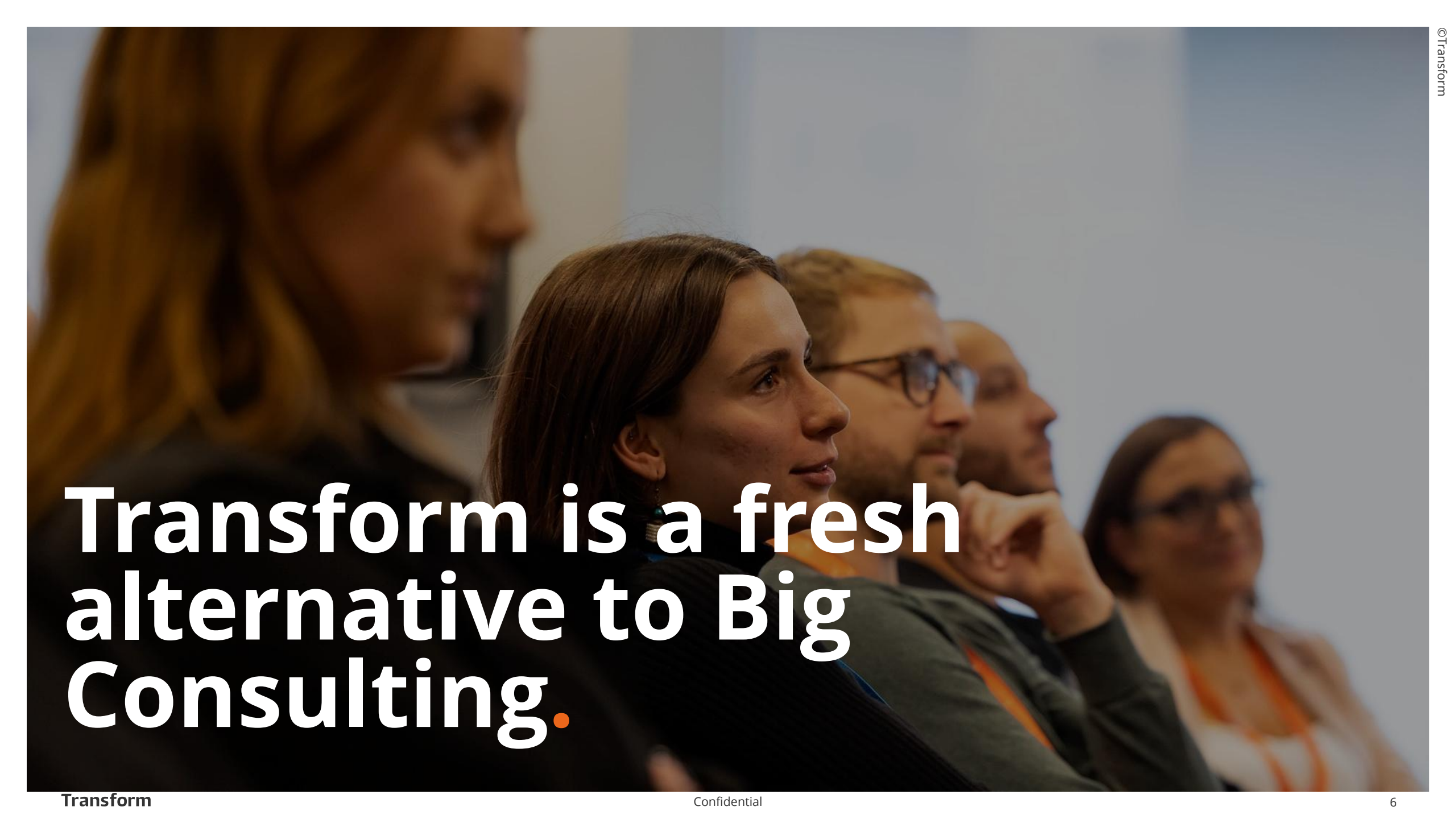
Organisations want to **unlock the benefits of AI** but are struggling with common **data issues**. Quality, veracity, duplication, volume, permissions—the list goes on, and on, and on. Or so it seems.

But we, at Transform, believe that **good data strategy and architecture** is the alpha and omega; **unlocking value** from your data today and powering the AI tools and applications that will unlock opportunity tomorrow.

Our practice meets you where you are and works *with* you to **define, design, build, and operate** data and AI products that deliver impactful change. Without compromising on **accuracy, ethics, sustainability and security**.

From data and AI strategies aligned to your organisation's goals, to effective Agentic AI solutions embedded in your teams, **we support you at every stage to deliver benefit and mitigate the risks of poor data and ungoverned technologies**.





**Transform is a fresh
alternative to Big
Consulting.**

What we do.

We **define, design, build** and operate systems that solve our clients' toughest challenges and seize their biggest opportunities.

That often means combining strategy, data, AI, technology, and change management. Sometimes we manage and operate the systems we create; other times, we hand it over for the client to run – standing by to make improvements when things change.

It all comes down to **making an impact**: improving lives, supporting citizens, streamlining workflows, and making the world a better place.

Who we do it for.

We specialise in public sector and public-facing organisations—from government agencies and local authorities to energy, utilities, transportation and healthcare.

We also work for some of the world's most dynamic brands across automotive, retail, financial services, and consumer goods.

If you have a lot of customers or citizens, a complex data ecosystem, a legacy tech stack, and an ambition to make a big impact... we should talk.

How we do it. (Through diverse multi-disciplinary teams no silos, no competing targets, no ego.)

Technology	Research & Service Design	Data & AI	Product & Delivery	Consulting
Data Engineering & Data Architecture	Research	Data & AI Strategy	Product Management	Change Management
Software Engineering	Service Design	Data Analytics & Science	Delivery Management	Strategy Development and Realisation
DevOps & Test Engineering	Content Design	CRM Services	Business Analysis	Programme Management and Governance
Enterprise & Solution Architecture	User Experience			Target Operating Model

Who we work with.



Why us?

Full end-to-end capabilities.

Transformation fails because it's disjointed. We're management consultants who **deliver what we design** with end-to-end capabilities, deep domain experience and an open, collaborative culture.

We have the breadth and depth of Big Consult without the rigidity, **meeting you where you are** - working with you, not *at* you - to leave you better off.

We're personally invested. This work matters.

Multi-disciplinary teams.

Our strategic thinking & delivery is better because **we focus on strategy and outcomes**, not silos. Instead of the rigid playbooks of Big Consult, we assemble unified, multi-disciplinary teams to consult, design, engineer and deliver new digital experiences.

We understand the **power of diversity of people and teams** and are committed to making a bigger impact faster.

High confidence/Low ego. Many lenses, no silos. In it together.

A specialisation in public-facing organisations.

We have **deep experience with local and national government** and know how to navigate the corridors of government, from local councils to national agencies to railroads and utilities.

Our people are united around a commitment to make a difference to people's lives. **Got citizens to serve?** We should talk.

We believe in the power of technology to change lives.