



AI User Behaviour Modelling and Persona Classification



Application Version: 2022.3
Revision: 22-10-20

	Frequency	Visit Time	% Population
	Quarterly	2.4 minute visit	80% of users
	Monthly	4.9 minute visit	12% of users
	Weekly	6.1 minute visit	5% of users
	Every other day	5.9 minute visit	2% of users
	Every day	4.8 minute visit	1% of users

What is a Persona?

All software platforms collect large volumes of user behaviour data, from website visitor tracking to purchasing behaviour.

Personas are typical characters, that have similar user behaviour, buying preference, social relations, activity profiles and demographics. Personas allows us to put ourselves in the end user's shoes when making design decisions and delivering content.

TheFirstStep.ai Persona Classification application allows customers to build personas from their User Behaviour data.

Persona Classification

FirstStep.ai will work with your team to assist with collecting clean data from your database.

The FirstStep.ai Persona Classification application uses statistical methods, and deep learning AI models to model customer behaviour, identify data clusters (personas), and to detect outliers (exceptions), providing our customers with intelligent User Behaviour insights.

Applications of this included the ability to deliver a unique user experience to each customer, and targeting marketing, and tailored support.

