

SEGMENTATION

Meaning: Segmentation is the process of dividing a market into distinct groups of consumers with similar characteristics or needs for targeted marketing strategies.

1. Segmentation is crucial for targeting specific demographics in marketing campaigns.
2. The segmentation of the market allowed the company to tailor its products to various consumer needs.
3. In biology, segmentation refers to the division of an organism's body into repeating sections.
4. Effective data segmentation can lead to more personalized experiences for users.
5. The segmentation of the data set improved the accuracy of the research findings.

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