Title: Construction of classifiers suitable for segmentation of clients

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Abstract: The master thesis discusses methods that are a part of the data analysis, called classification. In the thesis are presented classification methods used to construct tree like classifiers suitable for customer segmentation. Core methodology that is discussed in our thesis is CART (Classification and Regression Trees) and then methodologies around ensemble models that use historical data to construct classification and regression forests, namely Bagging, Boosting, Arcing and Random Forest.

Here described methods were applied to real data from the field of customer segmentation and also to simulated data, both processed with RStudio software.

Keywords: classification, tree like classifiers, random forests