

# 1 Demographic segmentation modelling

## 1.1 About Nepa

Nepa is a company at the crossroads of research, consulting and IT. We use technology and industry expertise to develop innovative and efficient research solutions that go beyond insights and enable action.

By combining survey, behavioral and business data, we make our clients truly customer-centric by tying what consumers say to what they actually do. Connecting the dots between data sets transforms the voice of the consumer into a concrete tool for decision-making with real financial impact.

Headquartered in Stockholm, we have ongoing assignments in over 50 countries across four continents. Local presence in China, Denmark, Finland, India, Singapore, Sweden and the United Kingdom ensures hands-on service for our clients.

Beyond insights, we enable action

## 1.2 Background

Nepa conducts over 3 million interviews across the globe each year in a variety of topics, covering everything from fashion to politics. This data can be used as a basis for more complex analysis projects where a better understanding of consumers is needed. In many of these projects there is a need to be able to classify different geographical areas in terms of demographics such as interests, income, and social status.

## 1.3 Goal

The goal of this master thesis is apply modern machine learning methods to determine the feasibility, and develop a model, for classification of different geographical regions based on existing survey data.

## 1.4 How to apply / Contact person

Send personal letter, CV, and course transcript to Daniel Malmquist ([daniel.malmquist@nepa.com](mailto:daniel.malmquist@nepa.com))