

Designing the brand identity for the technology company Easy Media

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Abstract: In the context of the increasingly developing online business environment, designing a typical persona that understands Easy Media company plays a crucial role in supporting business decisions. This topic aims to build a data analysis system to create typical personas for the company's customers. The research method is based on a combination of theory and experimentation, applying machine learning techniques to process and analyze data from various sources. The expected results will provide detailed insights into customer behavior and purchasing trends, supporting the company in developing effective business strategies.

Keywords: Typical multiplier design, Data analysis, Machine learning technology, Business strategy, Easy Media