This paper provides innovative, effective and accurate methods for evaluation of segments’ significance and their attributes. The models could apply to any segment and attribute sets. The approach in this innovation is first to identify the most valuable features (attributes) for the data and then in final step, using the valuation of the data features, we compute the value of each segment. In other words, to be able to carry out segment valuation, we need to have the attributes of the data already evaluated and assessed. Thus, we start this work by attribute valuation (feature selection) and then using the results we establish the model for the evaluation of segments. For both these parts, we use our models and show that they accurately estimate the value of the features and the segments. (Received August 17, 2016)