Data Science Project: Mall Data Segmentation

1. Business Context:

The project is used mainly for advertising purposes. From the collected data of mall customers, we try to derive certain results using data visualization to come to various conclusions.

The idea of the project is to come up with the solution to targeted ads needs.

2. Problem Statement:

We have been given a dataset that includes the data of the customers that make various kind of purchases in the mall. The data contains attributes like annual income of the customers, spending scores, age and gender.

We have to derive certain results from this data. We have to suggest the advertising team certain observations that we make from analysing the dataset.

Answers to the questions like "Which age group should be targeted for ads regarding new fashion trends?", "Which gender group is to be focused on?", and so on.

3. Solution Developed:

In this data analysis, we use the customer data to arrive at various conclusions. From our dataset we can observe that females spend more amount of money as compared to males.

People that make average incomes are spending more money in the mall as compared to people with high income as well as people with low income.

People in mid 20s and early 30s spend money in the mall.

These set of people who spend more money in the mall are to be targeted for the advertisements as they have more chances to show interest in the advertised products or services.

4. Improvements to the solution:

   If we have the right kind of dataset that includes information regarding what kind of products were bought by each customer, then we can create even more powerful analytics.
   Suppose we have a dataset which indicates which section of people are spending money on fashion, movies or food in the mall. Then we can derive insights that suggest which age group spends on what kind of goods and/or services.
   We can suggest the advertising team, which age group should be targeted for fashion sales and offers on movies and food in the mall. This helps increase the customer reach and activity for the mall administration.
   This however needs vast amount of data to make such analysis.

5. Link to the working project demo/prototype developed:

   [Mall Data Segmentation](https://github.com/05mz/MallDataSegmentation)

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