Capstone Project Submission

Instructions:

i) Please fill in all the required information.

ii) Avoid grammatical errors.

Team Member's Name, Email and Contribution:

Team Members	Email_id
Vivek Pawar	Vivek16pawar@gmail.com
Varsha Rani	e.varsharani@gmail.com
Tushar Gaikwad	gaikwadtushar140@gmail.com
Rabista Parween	2001rabista@gmail.com

Contribution	Responsibilities
Coding	Vivek Pawar
Presentation	Varsha Rani
Technical Documentation	Varsha Rani
Summary	Vivek Pawar
Presentation Video	Individual

Git Hub Repository

Github Link:- https://github.com/123-VARSHA/Customer-Segmentation

Summary

Problem Statement:

Extraction/identification of major topics & themes discussed in news articles. Problem Description In this project, your task is to identify major customer segments on a transnational data set which contains all the transactions occurring between 01/12/2010 and 09/12/2011 for a UKbased and registered non-store online retail. The company mainly sells unique all-occasion gifts. Many customers of the company are wholesalers.

Steps Involved:

- Libraries Importing
- Data Loading And Data Inspection
- Data Manipulation
- EDA
- Feature Engineering & Data Cleaning
- RFM Analysis
- Model Preparation
- Outlier Removal
- Training Model
- K-Means Algorithm
- Selecting Optimal K value
- Silhouette score method
- Elbow Method
- Cluster 0 Analysis
- Cluster1 Analysis

Conclusion:

We have got 2 clusters by applying k means algorithm. So the customers got segmented into 2 clusters. Online Retail Customer marketing team can now use different approaches to acquire the customers

Cluster 0

Key Figures

- Frequency : 28.68
- Recency : 230
- Monetary : 3070
- RFM Score : 10.71

Top 5 Products

- WHITE HANGING HEART T-LIGHT HOLDER : 339
- REGENCY CAKESTAND 3 TIER : 268
- ASSORTED COLOUR BIRD ORNAMENT : 235
- PARTY BUNTING : 229
- REX CASH+CARRY JUMBO SHOPPER : 202

Cluster 1

Key Figures

- Frequency : 37.67
- Recency : 134.64
- Monetary : 447.40
- RFM Score : 5.90

Top 5 Products

- WHITE HANGING HEART T-LIGHT HOLDER : 344
- REGENCY CAKESTAND 3 TIER : 271
- ASSORTED COLOUR BIRD ORNAMENT : 239
- PARTY BUNTING : 232
- REX CASH+CARRY JUMBO SHOPPER : 204