

# Midterm Project

Create a video file of your presentation (in 5 minutes or less) or write a report (in 5 pages or less) and upload the file in Canvas. For a video, you might consider uploading it to YouTube and sharing the link on Canvas. Show all your work and justify every step you are taking.

Customer Segmentation is the subdivision of a market into discrete customer groups that share similar characteristics. Customer Segmentation can be a powerful means to identify unsatisfied customer needs. Using the above data companies can then outperform the competition by developing uniquely appealing products and services.

You are the data analyst in a supermarket mall. Through membership cards, you have some basic data about your customers like Customer ID, age, gender, annual income, and spending score.

You want to understand what the various customer segments are so that the information can be given to the marketing team and plan the strategy accordingly.

Your job is to find answers to the below questions:

1. How many customer segments describe consumer behavior the best?
2. What are the profiles of the customers who belong to the various segments?

Describe the various steps you are taking (and why) in your presentation/report and upload the list of customers belonging to the various segments in Canvas.