**Analyzing customer behavior and segment customers**

**Team Members:**

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**Technical Details**

In this project we solved an unsupervised learning problem (clustering), the goal is to cluster customer behavior. We used preprocessing techniques to handle the missing data, Scaling, Visualization and Modeling by using K-Means.

**Dataset**

We used a data from Kaggle platform:   <https://www.kaggle.com/datasets/uom190346a/e-commerce-customer-behavior-dataset>

The data contains 350 rows and 11 columns:

Customer ID

contains customer ID

Gender

contains gender type

Age

contains age

City

Contains city name

Membership Type

contains type of membership

Total Spend

contains total spending amount

Items Purchased

contains purchases number

Average Rating

contains rating

Discount Applied

contains either the customer has discount or not

Days Since Last Purchase

contains how many days since last purchase

Satisfaction Level

Contains satisfaction level

**Members Responsibilities**

Khaled: was responsible for Data conversion, Scaling and visualization.

Abdallah: was responsible for preprocessing the data.

Ali: was responsible for modeling and clustering.

**blog:** <https://github.com/3lialhaj/Customer-Behavior>