

Customer Personality Analysis

Learning Machine learning project

Document Type : Wireframe

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Date : 06-02-2025

Introduction

This document outlines the wireframe structure for the Customer Personality Analysis project, focusing on user interaction and workflow.

Wireframe Overview

The wireframe provides a visual representation of the project's interface, depicting key sections such as data upload, analysis, clustering results, and customer insights.

Predict Data

Income:

1000000

Age:

50

Total Amount Spent:

50000

Kids (0-4):

2

Complain (0 or 1):

0

Number of Purchases:

200

Accepted Campaigns (0-5):

2

Education:

PhD

Accepted Campaigns (0-5):

2

Education:

PhD

Marital Status:

Widow

Predict

Education:

Graduation



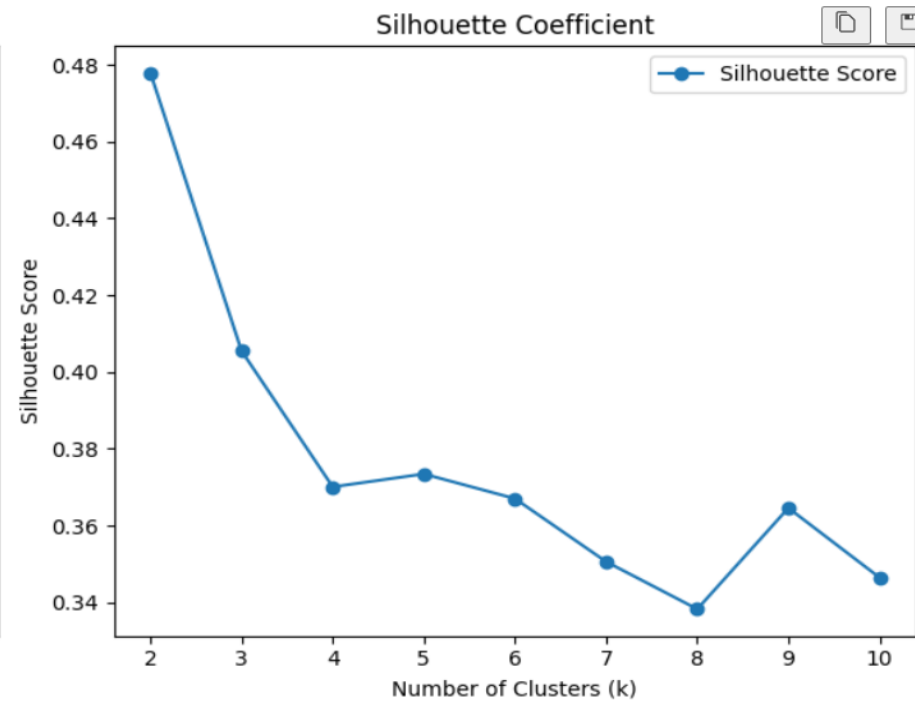
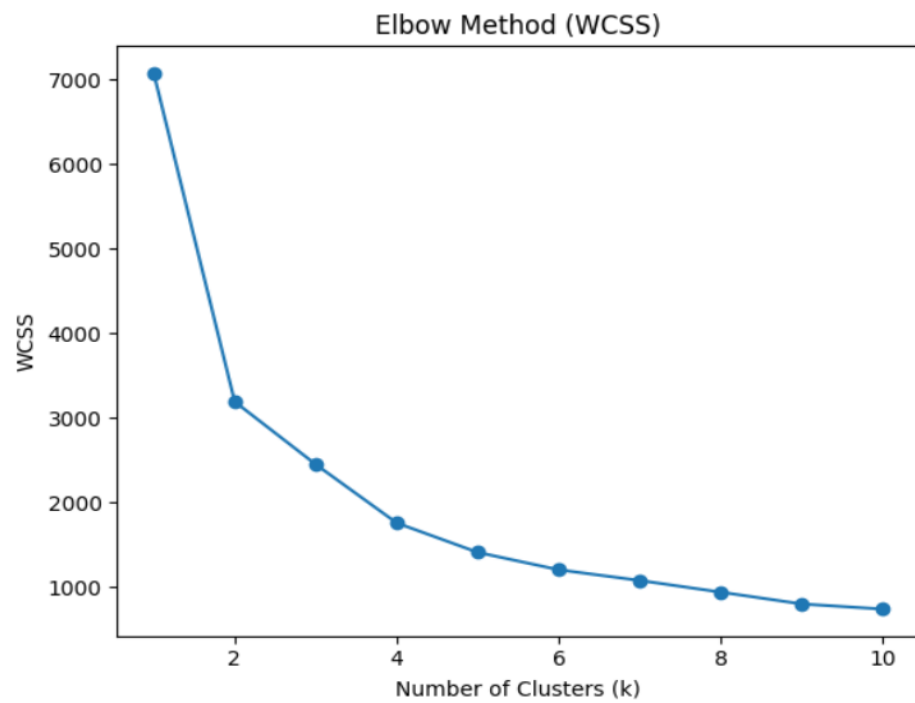
Marital Status:

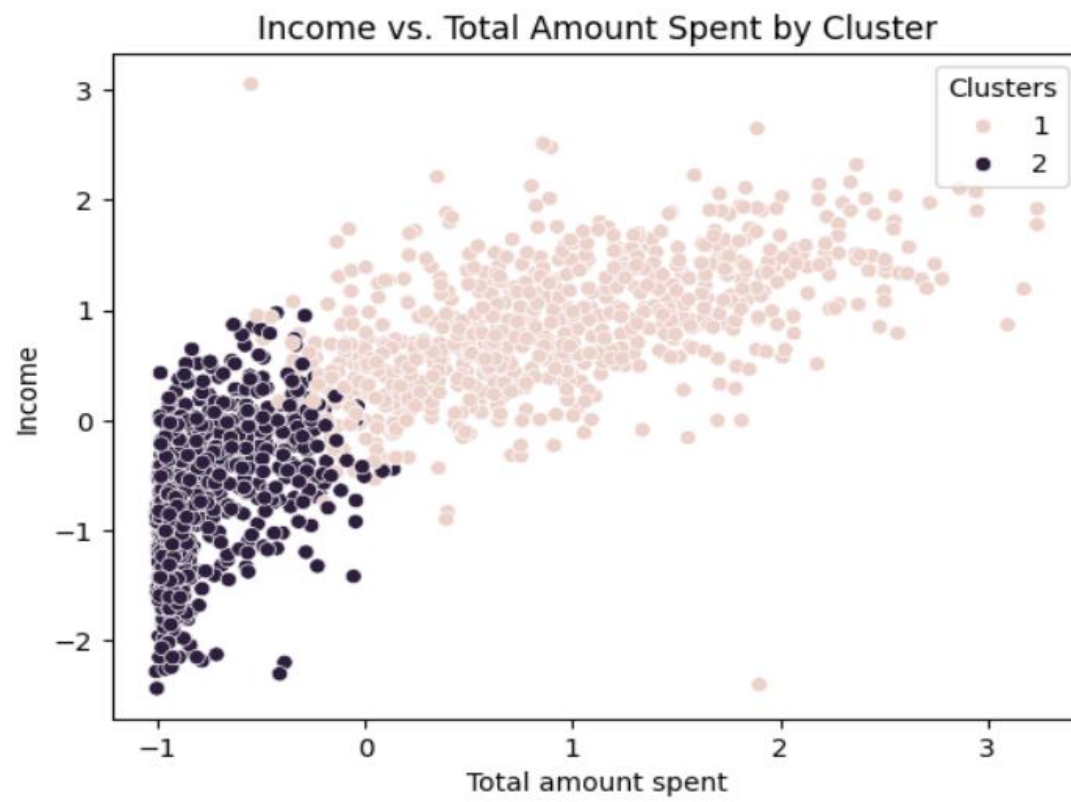
Single



Predict

Prediction Result: Low Value Customer





Conclusions

Cluster 2: Represents customers with lower income and lower spending. This group may consist of price-sensitive or budget-conscious customers.

Cluster 1: Represents customers with higher income and higher spending. This group may include premium or high-value customers.

Targeting Strategy

Cluster 2 can be targeted with discounts and budget-friendly products.

Cluster 1 can be targeted with premium products and loyalty programs.