**Customer Segmentation using Machine Learning**

**Objective**

* Gain insights into **monthly product sales** and **customer spending**.
* Reduce risks in **marketing strategy** decisions.
* Improve marketing efficiency by targeting the right customer segments.

**Challenges**

* Large datasets that **Excel cannot handle**.
* Requires coordination across multiple departments.
* Missing values and typos in demographic data.

**Methodology**

* **Descriptive Analysis**
* **Graph Analysis**
* **Segment Analysis**

**Business Benefits**

* Helps in **product differentiation** based on customer characteristics.
* Enables personalized customer engagement strategies.

**Expected Outcome**

* Insights into **monthly sales and spending**.
* Effective **customer segmentation**.
* Data-driven **marketing recommendations**.