

Week 9 – Deliverables Document

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Batch code: [LISUM14 30 Sep – 30 Dec 2022](#)

Submission Date: [12/02/2022](#)

Submitted to: [Data Glacier](#).

This document contains basic information on the
project

Data Science

Customer Segmentation

Group Project

Prepared by:
Fatimah Asiri

Team member's details:

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5. College/Company: Freelancer.
6. Specialization: Data Science.

Problem description:

XYZ bank wants to roll out Christmas offers to their customers. But Bank does not want to roll out the same offer to all customers instead they want to roll out a personalized offer to a particular set of customers. If they manually start understanding the category of the customer, then this will be not efficient and also, they will not be able to uncover the hidden pattern in the data (a pattern that groups certain kinds of customers in one category). Bank approached ABC analytics company to solve their problem. Bank also shared information with ABC analytics that they don't want **more than 5 groups** as this will be inefficient for their campaign.

Business understanding:

XYZ bank wants to roll out Christmas offers to their customers. But Bank does not want to roll out the same offer to all customers instead they want to roll out a personalized offer to a particular set of customers.

Project lifecycle along with the deadline:

Task	Start Data	End Date
Pdf document	Sunday 27 Nov 2022	Sunday 27 Nov 2022
Data Intake report	Sunday 27 Nov 2022	Sunday 27 Nov 2022
Business Understanding	Monday 28 Nov 2022	Monday 28 Nov 2022
Data understanding	Tuesday 29 Nov 2022	Tuesday 29 Nov 2022
EDA	Tuesday 29 Nov 2022	Wednesday 30 Nov 2022
Feature Engineering	Wednesday 30 Nov 2022	Wednesday 30 Nov 2022
Model Building	Thursday 1 Dec 2022	Thursday 1Dec 2022
Model Evaluation	Friday 2 Dec 2022	Friday 2 Dec 2022
Presentation (Recommendation slide is a must)	Saturday 3 Dec 2022	Saturday 3 Dec 2022
Document the challenges	Saturday 3 Dec 2022	Saturday 3 Dec 2022
Deadline	Saturday 3 Dec 2022	

Data Intake report:

Name: Week 9 - Deliverables (Data Analyst: Cross-selling recommendation)

Report date: 13 November 2022

Internship Batch: LISUM14

Version: 1.0

Data intake by: Fatimah Asiri

Data intake reviewer:

Data storage location:

Test file

Total number of observations	929616
Total number of files	1
Total number of features	24
Base format of the file	.csv
Size of the data	107,706 KB

1. Business Understanding
2. Data Understanding
3. EDA
4. Feature Engineering
4. Model Building
5. Model Evaluation
6. Presentation (Recommendation slide is must)
7. Document the challenges

GitHub Repo link:

<https://github.com/ASfatima/DataGlacierVirtualInternship/tree/main/Week%209%20-%20Deliverables>