

PYTHON CUSTOMER SEGMENTATION & CLUSTERING

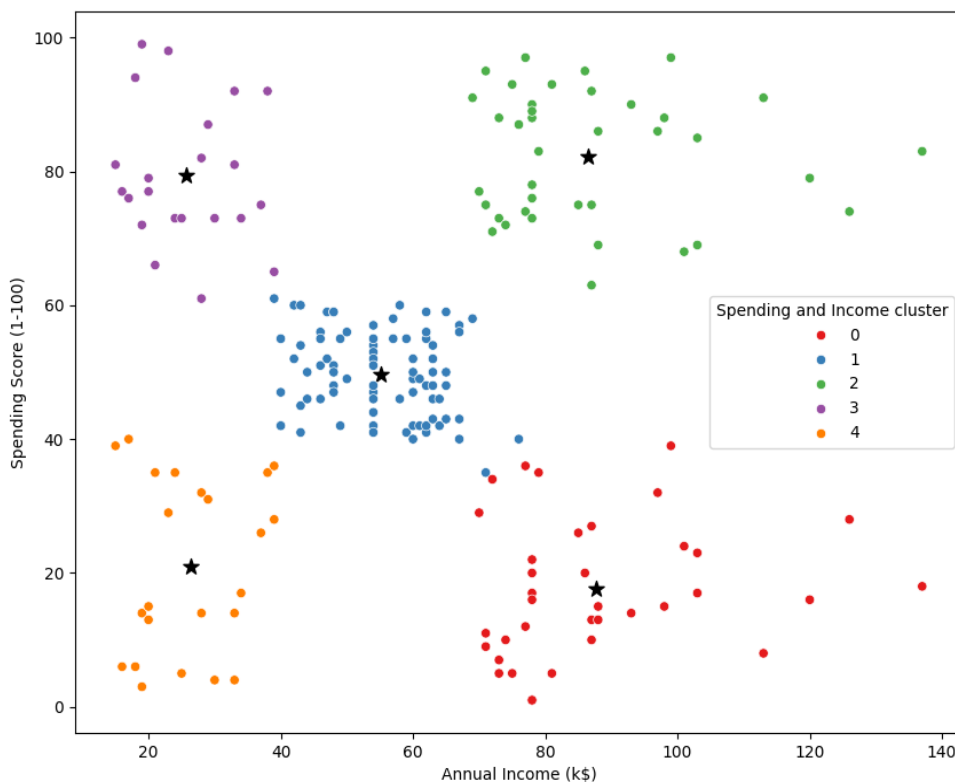
GOAL

Using the available Mall customers data, the mall owner and management wanted to understand which group of customers they should target and what products should be targeted.

RESEARCH APPROACH

Based on the objective I performed customer segmentation on a specific group of mall customers using KMeans unsupervised machine learning algorithm to find the univariate, bivariate, and multivariate clusters. From these clusters, I identified the best possible cluster. Once this cluster was identified, summary statistics was performed to identify the best marketing group.

RESULTS



ANALYSIS

TARGET CLUSTER

- Target group would be cluster 2 which has high spending score and high income
- 54% of cluster 2 shoppers are women. We should look for ways to attract these customers using a marketing campaign targeting popular items in this cluster
- Cluster 2 presents an interesting opportunity to market to the customers for sales event on popular item

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