**📁 Project Title: Customer Segmentation for Campaign Targeting – OJAR Perfume Brand**

**🏢 Company Background**

**OJAR** is a premium fragrance company offering a range of luxury perfumes categorized into **Luxury Collections**, **Everyday Wear**, and **Unisex Blends**. Operating primarily via e-commerce, OJAR wants to improve its customer targeting strategies to boost retention, conversion, and marketing ROI.

**🎯 Project Objective**

To segment OJAR's customer base using behavioral data (purchase history) to enable **personalized marketing campaigns**. The goal is to identify key customer groups such as:

* **High spenders** (VIPs)
* **Recent but infrequent buyers**
* **Loyal repeat customers**
* **At-risk or inactive customers**
* **One-time buyers**

These segments will guide targeted outreach, upselling, and reactivation strategies.

**📊 Data Sources**

**1. Customer Transactions Table**

* customer\_id
* order\_id
* order\_date
* category *(e.g., Luxury Collection, Unisex Blends)*
* product\_name

📁 ojar\_transactions\_table.csv

**2. Product Catalog**

* product\_name
* category
* price

📁 ojar\_product\_catalog.csv

**🧠 Analytical Approach**

**Phase 1: RFM Segmentation**

* **Recency**: How recently did the customer purchase?
* **Frequency**: How often do they purchase?
* **Monetary**: How much do they spend (based on product catalog lookup)?

**Phase 2: Labeling & Insights**

* Create meaningful customer segments (e.g., “High-Value Champions”, “At-Risk”, “Potential Loyalists”)
* Analyze segment profiles by product preference

**📈 Deliverables**

* Cleaned and transformed customer-level dataset with RFM scores and segments
* Key visualizations: segment distribution, spend patterns, segment behavior
* Dashboard in **Power BI/Tableau** for stakeholder insights
* Strategic recommendations for targeted campaigns per segment

**🗂️ Tools & Technologies**

* **Python** (pandas, NumPy, seaborn, matplotlib)
* **Power BI / Tableau** for reporting