

# Customer Segmentation:

## Objective:

Customer segmentation is the process of dividing a company's customer base into distinct groups or segments based on shared characteristics, behaviors, and preferences.

## Dataset:

- Feel free to use any available dataset for customer segmentation analysis.

## Tasks:

- Preprocessing for dataset.
- Apply a machine learning algorithm to segment customers based on selected features.
- Visualize the segmentation results.

## Submission:

- Submit your report, and source code. Include detailed instructions for running your code and reproducing your results.