Bahria University,

Karachi Campus

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LAB EXPERIMENT NO.

13

LIST OF TASKS

|  |  |
| --- | --- |
| TASK NO | OBJECTIVE |
| **01** | Use k-medoids clustering in KNIME to segment a customer database into distinct groups based on purchasing behaviors and demographics. This segmentation will help identify unique customer profiles, which can be targeted with tailored marketing strategies |
| **02** |  |
|  |  |

Submitted On:

29-05-2024

(Date: DD/MM/YYYY)

**Task No. 01:** Use k-medoids clustering in KNIME to segment a customer database into distinct groups based on purchasing behaviors and demographics. This segmentation will help identify unique customer profiles, which can be targeted with tailored marketing strategies.

**Solution:**

A diagram of a diagram

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**Output:**

