**Bahria University,**

**Karachi Campus**



**LAB EXPERIMENT NO.**

**\_13**

**LIST OF TASKS**

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| --- | --- |
| 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. |
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**Submitted On:**

**Date: 29/May/2024**

**TASK:** 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.

A diagram of a diagram

Description automatically generated

