Customer Segmentation

Wireframe Documentation

Modeling

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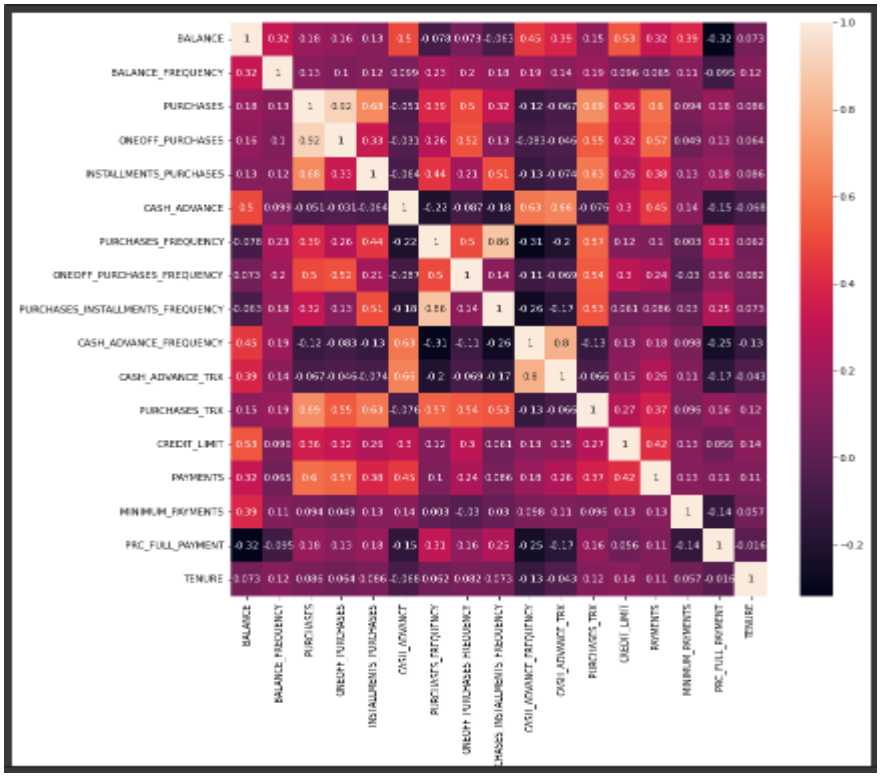
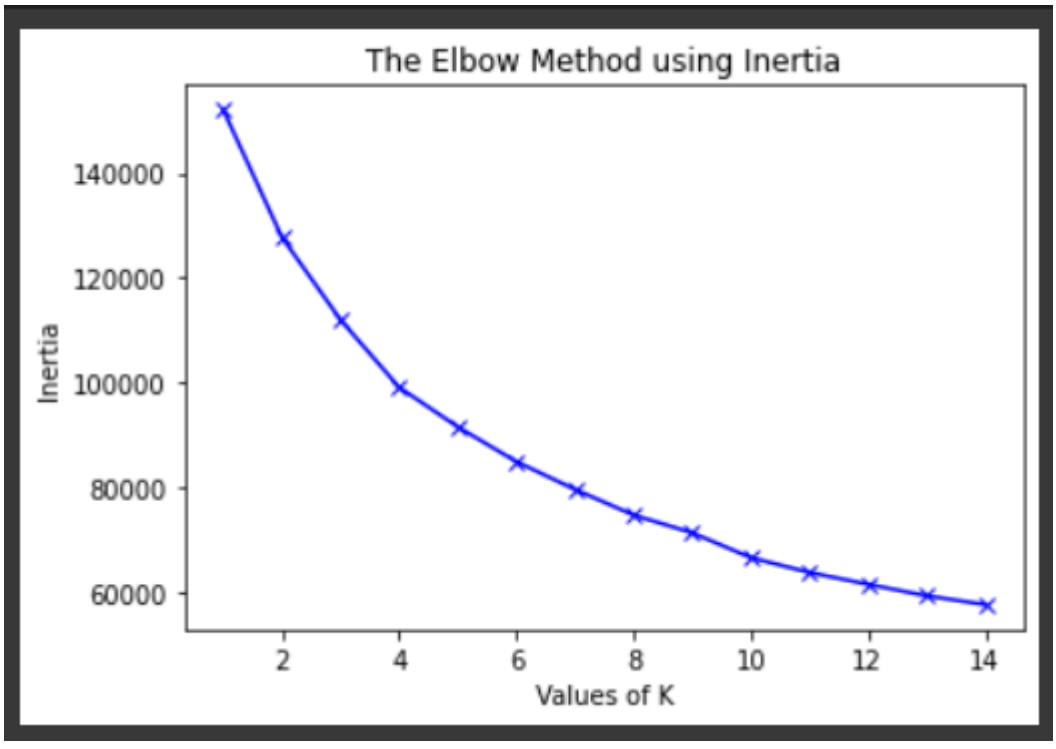
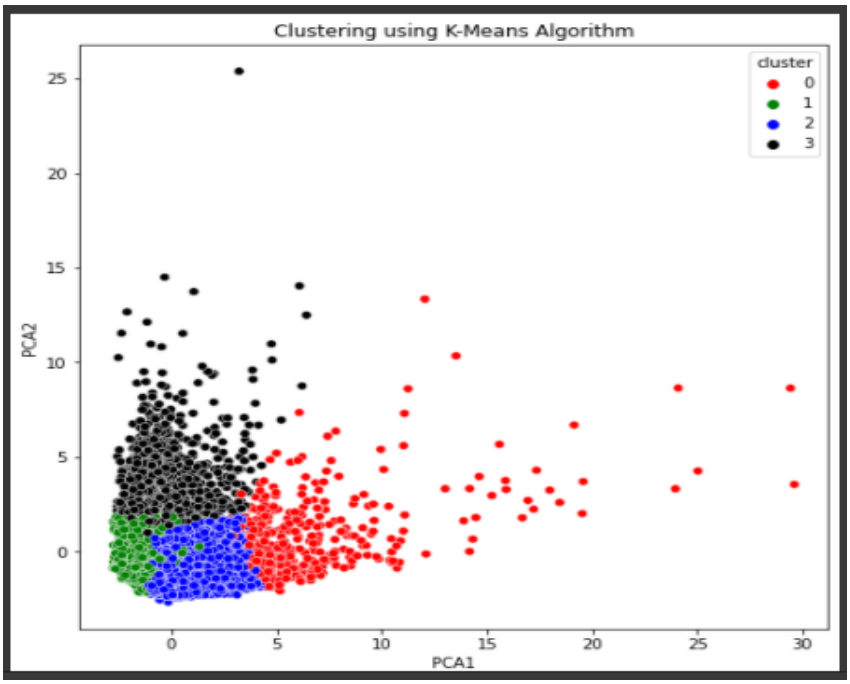
1. First we found out correlation between different variables .



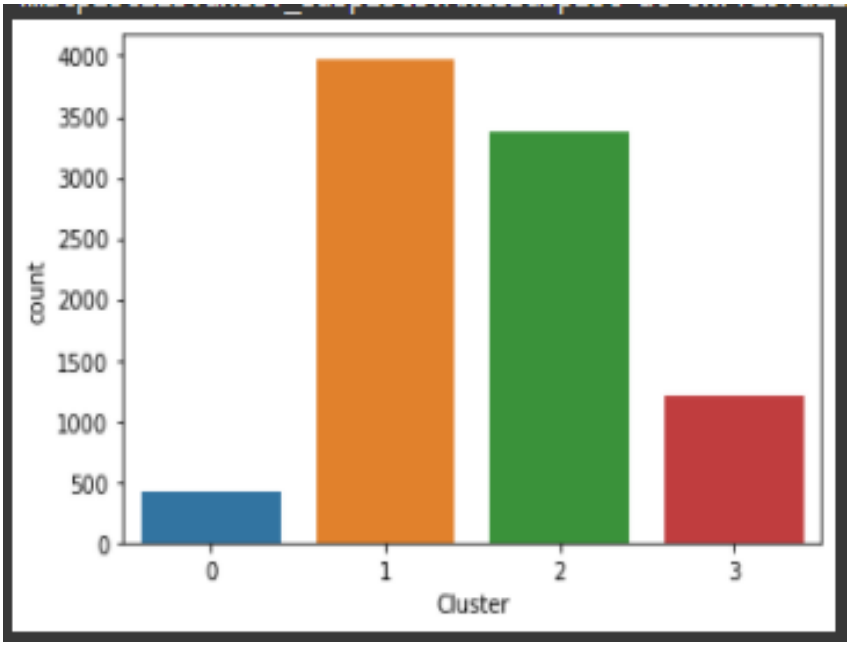
2. We used ‘Elbow’ method to find the optimum value of k in k means clustering .



3. We divided our customers into four different clusters .

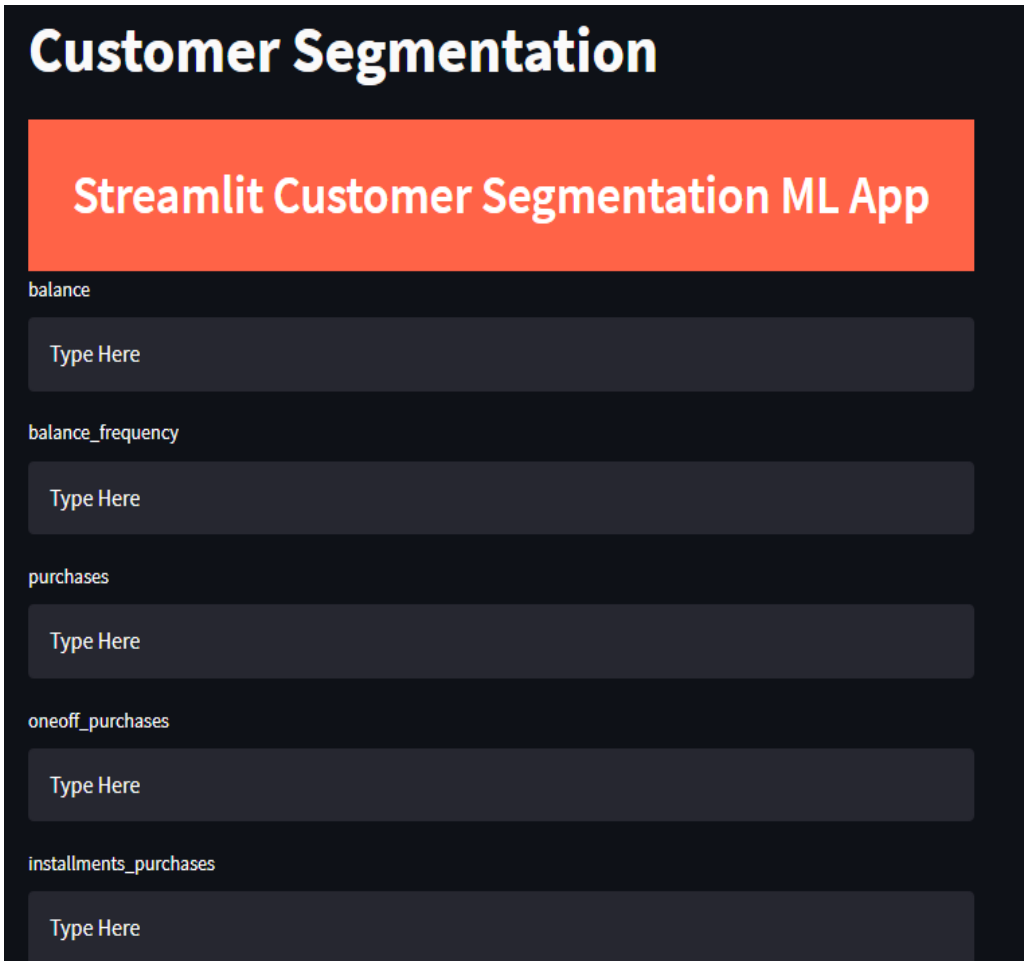


4. Comparison between the number customers representing each group.



About Page

In the following model we use streamlit app to collect data (17 different variables) from each customer and predict which group they belong (group 1,2,3,4) as shown below:



In this Page, we will showcase the predicted output.