

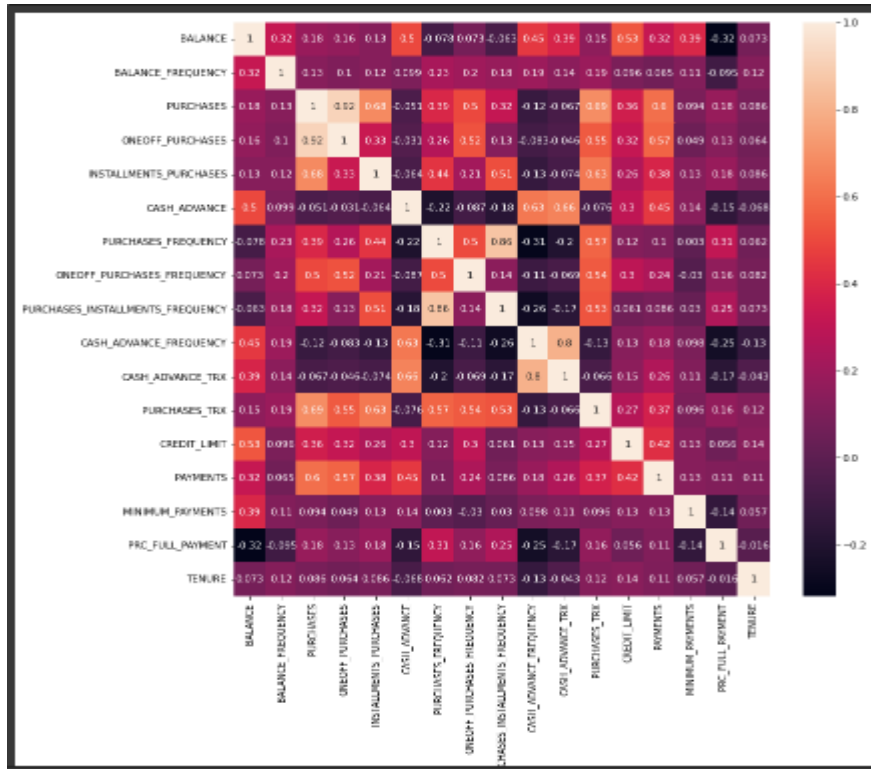
Customer Segmentation

Wireframe Documentation

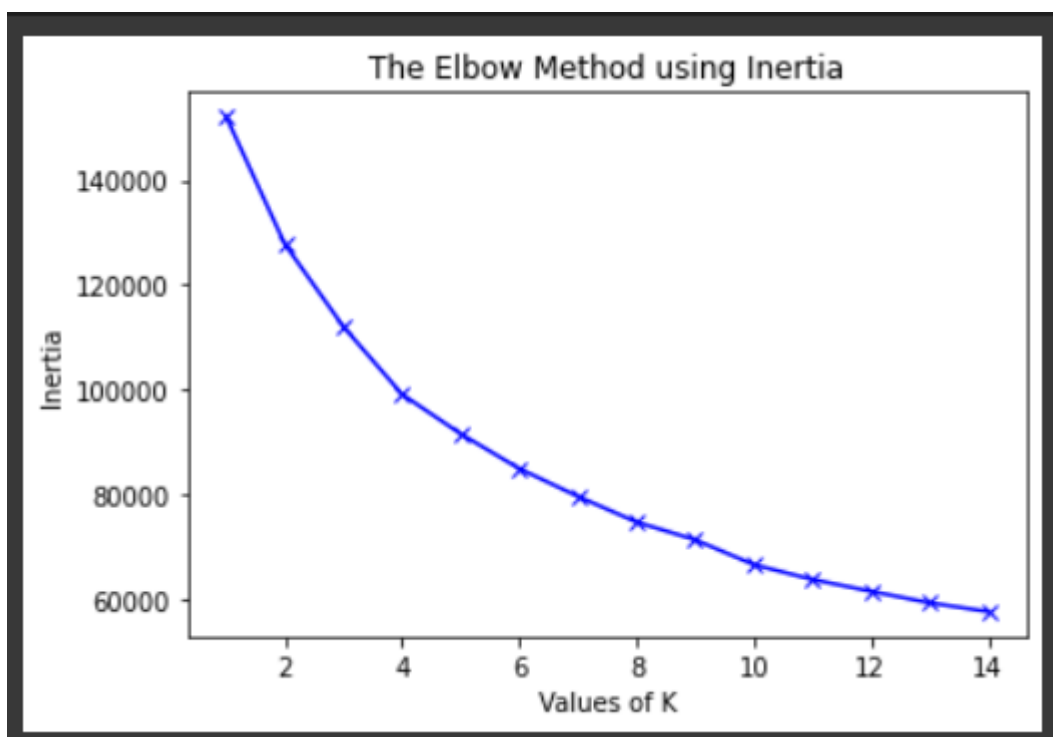
Modeling

:-

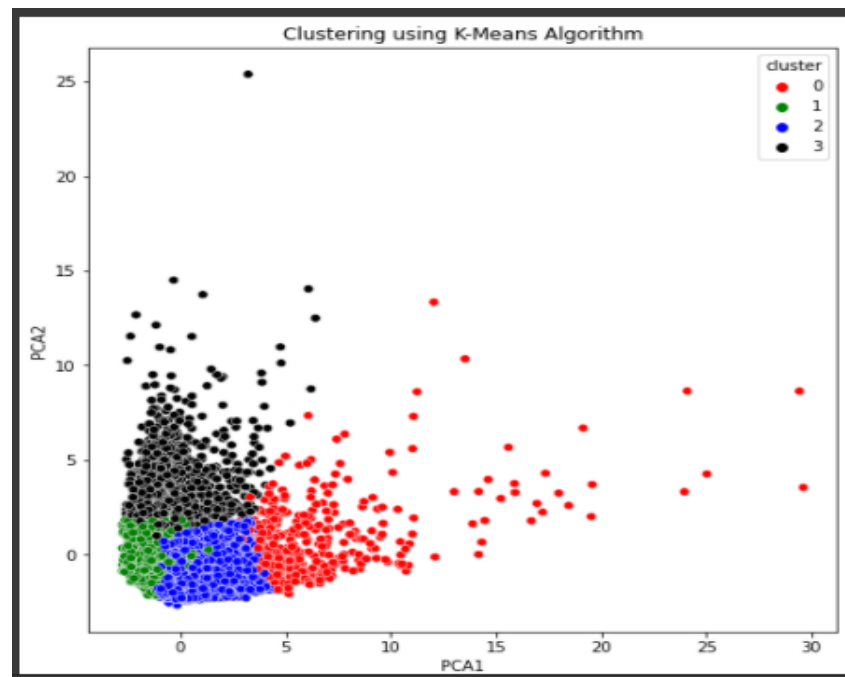
1. First we found out correlation between different variables .



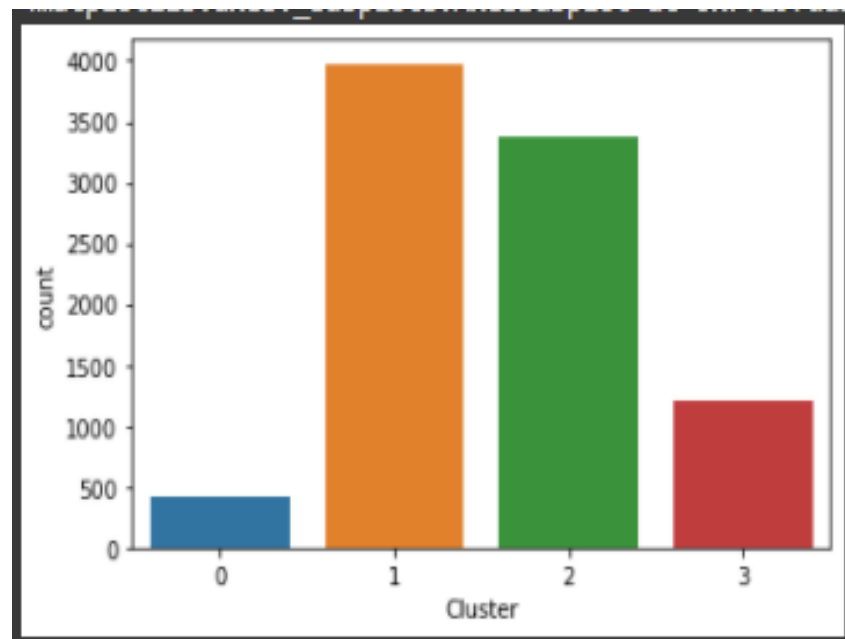
2. We used 'Elbow' method to find the optimum value of k in k means clustering .



3. We divided our customers into four different clusters .

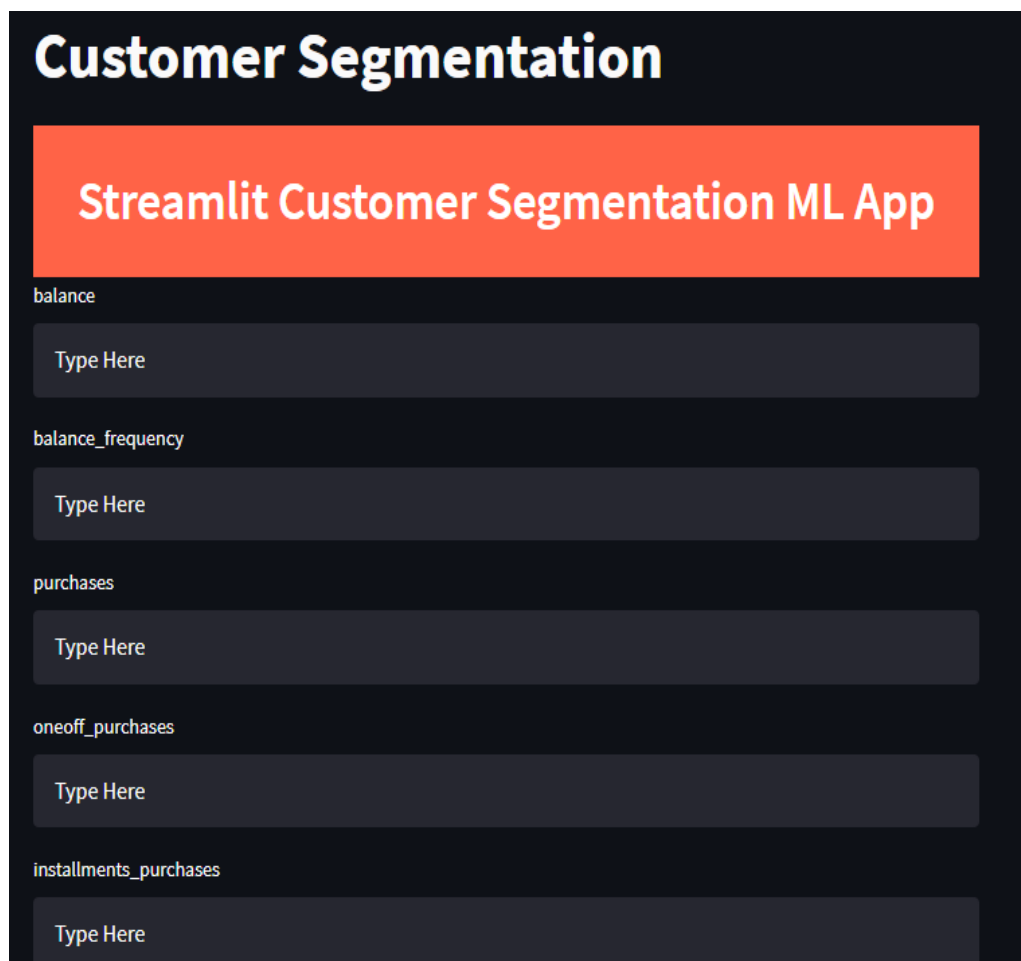


4. Comparison between the number customers representing each group.



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:



The image shows a screenshot of a Streamlit web application titled "Customer Segmentation". The app has a dark theme. At the top, there is a large orange header box with the text "Streamlit Customer Segmentation ML App" in white. Below this, there are five input fields, each with a label to its left and a "Type Here" placeholder inside a dark gray box. The labels are: "balance", "balance_frequency", "purchases", "oneoff_purchases", and "installments_purchases".

Customer Segmentation

Streamlit Customer Segmentation ML App

balance

Type Here

balance_frequency

Type Here

purchases

Type Here

oneoff_purchases

Type Here

installments_purchases

Type Here

In this Page, we will showcase the predicted output.

payments

1

minimum_payments

1

prc_full_payment

1

tenure

1

Predict

The output is [2]

About