

Problem Statement: Customer Segmentation Analysis

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You own the mall and want to understand the customers who can quickly converge [Target Customers] so that the insight can be given to the marketing team and plan the strategy accordingly.

Perform the below Tasks to complete the assignment:-

Clustering the data and performing classification algorithms

1. Download the dataset: [Dataset](#)
2. Load the dataset into the tool.
3. Perform Below Visualizations.
 - Univariate Analysis
 - Bi- Variate Analysis
 - Multi-Variate Analysis
4. Perform descriptive statistics on the dataset.
5. Check for Missing values and deal with them.
6. Find the outliers and replace them outliers
7. Check for Categorical columns and perform encoding.
8. Scaling the data
9. Perform any of the clustering algorithms

10. Add the cluster data with the primary dataset
11. Split the data into dependent and independent variables.
12. Split the data into training and testing
13. Build the Model
14. Train the Model
15. Test the Model
16. Measure the performance using Evaluation Metrics.