

Industry Standard Documentation

1. Project Charter:

- **Project Title:** Customer Segmentation for a Retail Store
- **Project Manager:** Anjali
- **Start Date:** 11th July 2024
- **End Date:** 24th July 2024
- **Objectives:** The primary objective of this project is to segment customers into distinct groups based on their purchasing behavior. This segmentation will help in understanding customer preferences and tailoring marketing strategies accordingly.
- **Scope:** The project includes data cleaning to ensure data quality, exploratory data analysis (EDA) to uncover patterns, customer segmentation using K-Means clustering to identify distinct groups, and visualization of results using Matplotlib and Power BI to facilitate better decision-making
- **Deliverables:** The project will deliver several key outputs: a cleaned dataset (cleaned_mall_customers.csv), an EDA notebook (EDA.ipynb) documenting the analysis, a clustering notebook (Clustering.ipynb) with the K-Means implementation and visualizations, and an insights report (Insights and recommendations.pdf) summarizing key findings and actionable recommendations for marketing strategies.