Industry Standard Documentation

3. Technical Requirements Document (TRD):

Data Sources: The primary data source for this project is the Mall Customers dataset, which contains information on customer demographics, including age, annual income, and spending scores. This dataset will serve as the foundation for analysis and segmentation.

Technologies: Python, Jupyter Notebook, Matplotlib, Seaborn, Scikit-learn, Power BI

Architecture: Data preprocessing, EDA, clustering, and visualization

Data Flow: Import data → Clean data → Analyze data → Segment customers → Visualize results