

Industry Standard Documentation

2. Business Requirements Document (BRD):

📌**Business Problem:** The retail store faces a lack of understanding of different customer profiles, leading to untargeted marketing strategies. This results in missed opportunities for personalized marketing and customer engagement.

📌**Business Objectives:** The primary objective is to improve customer satisfaction and sales by gaining a deeper understanding of customer segments. This will enable the store to tailor its marketing efforts effectively and enhance customer loyalty.

📌**Functional Requirements:** The project will involve data analysis to identify customer segments, clustering using K-Means to categorize customers based on their purchasing behavior, and visualization of the results to provide clear insights into customer profiles.

📌**Non-functional Requirements:** The system must ensure high performance to handle large datasets efficiently, be scalable to accommodate future data growth, and maintain usability to allow marketing teams to easily interpret and act on the insights generated from the analysis.