

Project : Customer Segmentation

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Problem Statement

XYZ bank wants to roll out Christmas offers to their customers. But Bank does not want to roll out same offer to all customers instead they want to roll out personalized offer to particular set of customers. If they manually start understanding the category of customer then this will be not efficient and also they will not be able to uncover the hidden pattern in the data (pattern which group certain kind of customer in one category). Bank approached ABC analytics company to solve their problem. Bank also shared information with ABC analytics that they don't want **more than 5 group** as this will be inefficient for their campaign.

ML Problem

ABC analytics proposed customer segmentation approach to Bank. ABC analytics assigned this task to their analytics team and instructed their team to come up with the approach and feature which group similar behavior customer in one category and others in different category.

Project Lifecycle

- Week 7 : 19th July, 2024 —————> Business Understanding
- Week 8 : 26th July, 2024 —————> Data Understanding
- Week 9 : 2nd August, 2024 —————> EDA
- Week 10 : 9th August, 2024 —————> Feature Engineering
- Week 11 : 16th August, 2024 —————> EDA Presentation and Modelling
- Week 12 : 23rd August, 2024 —————> Model Selection
- Week 13 : 30th August, 2024 —————> Final Project and Code

