

Customer Segmentation using Clustering

Hello Fellow Interns,

For your Third Week, you're being requested to go through the dataset provided along with the task description.

Context:

An automobile company has plans to enter new markets with their existing products (P1, P2, P3, P4 and P5). After intensive market research, they've deduced that the behavior of the new market is similar to their existing market.

In their existing market (dataset given as 'train.csv'), the sales team has classified all customers into 4 segments (A, B, C, D). Then, they performed segmented outreach and communication for different segments of customers. This strategy has worked exceptionally well for them. They plan to use the same strategy on new markets (dataset given as 'test.csv') and have identified 2627 new potential customers.

Your TASK:

- You are required to help the manager to predict the right group of the new customers.

Tools & Libraries you may need:

- Python
 - Matplotlib, scikit-learn, pandas
 - Jupyter Notebook
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- Download the data provided.
 - Now, you can start your work by opening a Jupyter notebook in Google Colab: <https://colab.research.google.com/notebooks/intro.ipynb> or Anaconda if you already have it pre installed on you PC.
 - Load the data onto the notebook and you're good to go.

For any doubts contact Archi Agrawal.

After you're done with your work, show it to us and then post it on LinkedIn by tagging your mentor and Cureya Team.