**Business Requirements Document (BRD)**

**Business Problem:**

* Lack of understanding of different customer profiles leading to untargeted marketing strategies.

**Business Objectives:**

* To improve customer satisfaction and sales by understanding customer segments.

**Functional Requirements:**

* Data analysis to identify customer segments
* Clustering algorithms (specifically K-Means) implementation
* Visualization of customer segments using Matplotlib and Power BI

**Non-functional Requirements:**

* Performance: Ensure that the clustering and visualization processes are efficient and timely.
* Scalability: Ability to handle increasing volumes of customer data as the store's customer base grows.
* Usability: User-friendly interfaces for data analysts and business stakeholders to interpret and utilize the segmentation results effectively.