**Project Title:** Customer Segmentation for a Retail Store  
**Project Manager:** ARPIT RAJPUT  
**Start Date:** 15-07-2024  
**End Date:** 17-07-2024

**Objectives:**

* To segment customers into distinct groups based on their purchasing behavior.

**Scope:**

* Data cleaning
* Exploratory Data Analysis (EDA)
* Customer segmentation using K-Means clustering
* Visualization using Matplotlib and Power BI

**Deliverables:**

* Insights into customer segments
* Conclusions based on segmentation analysis
* Recommendations for targeted marketing strategies