SMART SELLING CUSTOMER SEGMENTATION

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OBJECTIVES

- 1.To allow businesses, to demonstrate a better knowledge of their customer needs.
- 2.To Aid companies, to define and understand their target audiences and identify the right market for the products and target the essential customers.

APPROACH

S Segmentation

Identifying similar groups of customers: dividing the market into identifiable and distinct groups (segments)

T Targeting

Determining which groups of customers to aim for and making them the focus of the marketing programme

P Positioning

Creating a concept to appeal to the target market to occupy the right spot in the mind of target consumers

DATASETS

- 1.Mall Customers
- 2. Columns Added (E-mail Id, Products)

TECHNICAL STACK

- 1.Languages python
- 2.Algorithm k-Means Clustering Algorithm
- 3. Libraries-Numpy, Pandas, Matplotlib, Seaborn, smtplib
- 4. Tools Google Colab, LaTeX

CHALLENGES FACED

- 1. Finding Datasets.
- 2. Collecting the data of the customers through clusters.
- 3. Working on image.

REFERENCES

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1.http://www.jait.us/uploadfile/2016/0505/
20160505105403530.pdf
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2.http://citeseerx.ist.psu.edu/viewdoc/download?doi= 10.1.1.453.3304&rep=rep1&type=pdf

3.https://www.kaggle.com/shwetabh123/mall-customers

STATISTICS

Number of cells in colab:42

Number of functions used:8

GITHUB LINK

https://github.com/Ashritha-Nalla/SmartSelling.git

DEMO