

SMART SELLING

CUSTOMER SEGMENTATION

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May 29,2021

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



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

1.<http://www.jait.us/uploadfile/2016/0505/20160505105403530.pdf>

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