**Use case Summary**

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| **Use case Name:** | Debit cards Behavioral Segmentation |
| **Use case domain:** | banking |
| **Use case description:** | Segment debit card holders into groups based on their behavior at each mcc category (food, ticketing, vehicles, entertainment, etc…) |
| **Data** | Generated, data is one column for card id and 9 columns for 9 mcc categories |
| **Machine learning problem** | Clustering |
| **Process Steps** | * Generate data set for card id and 9 mcc categories * Separate customers that made transactions in one mcc only * Run GMM algorithm on customers that made transactions in more than one mcc * Visualize each cluster to validate result |
| **Result Visualization** | * importing clustering results of GMM (cluster id an 9 MCCs ) into power bi * transform data to make it suitable to be visualized * visualize data for each cluster |