# CUSTOMER SEGMENTATION USING K-MEANS CLUSTERING

### SEMINAR-1 REPORT

***Submitted by***

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Under the guidance of

**Ms. P. Preethy Jemima, M.E.,**

**(Assistant Professor, Department of Computer Science and Engineering)**

***In partial fulfillment for the award of the degree***

***of***

**BACHELOR OF TECHNOLOGY**

***in***

**COMPUTER SCIENCE AND ENGINEERING WITH SPECIALISATION IN ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING**

***of***

**FACULTY OF ENGINEERING AND TECHNOLOGY**



**SRM INSTITUTE OF SCIENCE AND TECHNOLOGY RAMAPURAM CAMPUS, CHENNAI-600089**

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## BONAFIDE CERTIFICATE

Certified that the Seminar-I report titled “**CUSTOMER SEGMENTATION USING K-MEANS CLUSTERING”** is the bonafide work of BHARATHWAJ.M [RA2011026020065], HARSHIT [RA2011026020086], MADHESH[RA2011026020098] submitted for the course 18CSP103L Seminar – I. This report is a record of successful completion of the specified course evaluated based on literature reviews and the supervisor. No part of the Seminar Report has been submitted for any degree, diploma, title, or recognition before.

**SIGNATURE SIGNATURE**

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Submitted for the Seminar-1 Viva Voce Examination held on at SRM Institute of

Science and Technology, Ramapuram Campus, Chennai-600089.

**EXAMINER 1 EXAMINER 2**

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**DECLARATION**

We hereby declare that the entire work contained in this project report titled **CUSTOMER SEGMENTATION USING K-MEANS CLUSTERING** has been carried out by **BHARATHWAJ.M [RA2011026020065], HARSHIT [RA2011026020086], MADHESH[RA2011026020098]** at SRM Institute of Science and Technology, Ramapuram Campus, Chennai- 600089, under the guidance of Ms. P. Preethy Jemima, Assistant Professor, Department of Computer Science and Engineering.

Place: Chennai Date:

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