Week 7: Deliverables

Project: Customer Segmentation

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1) **Problem Description**

   XYZ Bank wants to segment its customers into no more than five distinct groups to send personalized Christmas offers. The goal is to automate the process, uncover hidden patterns in customer behavior, and improve campaign efficiency. The segmentation model should help target relevant customer groups with tailored offers, optimizing engagement and conversion rates.

2) **Business Understanding**

   Problem Context: XYZ Bank is looking for a data-driven solution to divide its customer base into groups that have similar behaviors, so that they can create targeted offers.
   Objective: Create a machine learning model to perform segmentation, aiming to group customers into 5 or fewer segments.

Project Lifecycle

- **Week 8 (26 Dec 2024)**: Submit data intake report with initial EDA.

- **Week 9 (2 Jan 2025)**: Deliver advanced EDA and feature engineering insights.

- **Week 10 (9 Jan 2025)**: Propose model-building plan and clustering approach.

- **Week 11 (16 Jan 2025)**: Present EDA findings and modeling technique.

- **Week 12 (23 Jan 2025)**: Finalize model, segmentation results, and dashboard.

- **Week 13 (30 Jan 2025)**: Submit final report and complete code repository.