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Country: Kenya

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Specialization: Data-Science

Problem Description:

Christmas is around the corner and a certain bank would like to capitalize on the holiday. It would like to send out offers to its customers to increase customer interaction with the bank. The bank does understand it has different customer segments based on their habits. They hence would like to roll out specialized offers for different customers. They however are short time and resource cap they would like to automate the process of understanding how and which offers should be sent to which customers.

Business Understanding

From the problem description, this requires a customer segmentation approach. Customer segmentation involves analyzing customer behavior based on certain metric features, from this analysis we categorize customers into groups of similar behavior. This approach is handy since not all customers have the same needs and patterns, they however have similar actions to a particular customer group.

To achieve this, we build a classifier algorithm based on the data features collected by the bank.

Project lifecycle:

To ensure the project achieves a seamless development and meets the required deadline of 15th August the development was subject to a project life cycle. The lifecycle included the following sprints.

Sprint 1:

Data Analysis and EDA

Sprint 2:

Data Preprocessing and Feature Engineering

Sprint 3:

Model Creation and Hyper Parameter Tuning

Sprint 4:

Model deployment

Data Intake Report:

Version: data-v1

Data Storage Location: https://github.com/Blvisse/Speech-Recognition/.dvc

Cust_seg.csv

Total number of observations	1,000,000
Total number of files	1
Total number of features	48
Base format of the file	.csv
Size of the data	157.953 Mb

GitHub Repo:

https://github.com/Blvisse/CustomerSegmentation