



Project: Customer Segmentation

Week 7: Deliverables

Team Member Details:

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Problem Description/Business Understanding:

XYZ bank wants to roll out Christmas offers to their customers. But Bank does not want to roll out the same offer to all customers. Instead, they want to roll out personalized offers to a particular set of customers. If they manually start understanding the category of the customer then this will be not efficient and also they will not be able to uncover the hidden pattern in the data (pattern which group certain kind of customer in one category). Bank approached ABC analytics company to solve their problem. Bank also shared information with ABC analytics that they don't want **more than 5 groups** as this will be inefficient for their campaign.

ABC analytics assigned this task to their analytics team and instructed their team to come up with the approach and feature which group similar behavior in one category and others in a different category.

Project Lifecycle (Deadlines)

Task	Beginning Date	End Date
Problem understanding and data investigation (week 7)	9/13/2022	9/19/2022
Data understanding and beginning of data cleaning (week 8)	9/19/2022	9/26/2022
Finish data cleaning (week 9)	9/27/2022	10/2/2022
EDA (week 10)	10/3/2022	10/9/2022
Finish EDA and have proposed modeling technique (week 11)	10/10/2022	10/16/2022
Model selection and building (week 12)	10/17/2022	10/23/2022
Final Presentation (week 13)	10/24/2022	10/30/2022