**Assignment 3 Clustering**

You are provided with a series of data collected from a Chinese supermarket.

In this assignment, the goal is to help the supermarket on segmenting their customers, based on their behavior, in order to provide relevant promotions. You are supposed to use Clustering algorithm to determine patterns from the data. Here are the various items present in the date.

▪ cust\_no: membership number

▪ IdAge: age of the owner of the membership card

▪ IdGender: gender of the owner of the membership card

▪ IdProvince: province where the owner of the membership card comes from

▪ Last\_purchase: date of last purchase

▪ Begin\_date: date of registration

▪ Execute\_date: date of first purchase

▪ Store\_no: store where the transaction was made

▪ SaleDate: date of the transaction

▪ transaction\_id: transaction number

▪ time\_stamp: different format for last purchase

▪ GoodID: number related to the category of product, detailed information in the excel file named *goodID&departmentID description*

▪ Amount: amount paid on this transaction

▪ Count: number of product purchased on this transaction

**Requirements:**

Hand in your analysis report for this issue before next Monday【3/4 23:59】. The report could be in the format of pdf/ppt/doc, as long as you clarify your understanding, processing procedure, interpretation and managerial implication of the data.

The report should be send to me before DDL, at 18321165066@163.com.