* **P566 – Customer segmentation**

### Target

Need to perform clustering to summarize customer segments.

**Milestones: Phase 1**

|  |  |  |
| --- | --- | --- |
| **Milestone** | **Duration** | **Task start - End Date** |
| Kick off and Business Objective discussion | 1 day | 2nd Aug 2025 |
|  |  |  |
| EDA | 1 Week |  |
|  |  |  |
| Model Building | 1 week |  |
| Deployment | 1 Week |  |
| Final presentation | 1 day |  |

Protocols:

1. All participants should add here to agreed timelines and timelines will not be extended
2. All the documentation – Final presentation and R/python code to be submitted before the final presentation day
3. All the participants must attend review meetings