**The Dataset**

This case requires to develop a customer segmentation to define marketing strategy. The sample Dataset summarizes the usage behavior of about 9000 active credit card holders during the last 6 months. The file is at a customer level with 18 behavioral variables.

Following is the Data Dictionary for Credit Card dataset :-

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| Item | Description |
| CUST\_ID | Identification of Credit Card holder (Categorical) |
| BALANCE | Balance amount left in their account to make purchases |
| BALANCE\_FREQUENCY | How frequently the Balance is updated, score between 0 and 1  1 = frequently updated,  0 = not frequently updated |
| PURCHASES | Account purchases amount |
| ONEOFF\_PURCHASES | Maximum purchase amount in single transaction |
| INSTALLMENTS\_PURCHASES | Amount purchase in installment |
| CASH\_ADVANCE | The user's advance payment in cash |
| PURCHASES\_FREQUENCY | Frequency of purchases made on a regular basis (between 0 and 1) 1 = frequently purchased 0 = not frequently purchased |
| ONEOFF\_PURCHASES\_FREQUENCY | Frequency of purchases made in single transaction (between 0 and 1) 1 = frequently purchased 0 = not frequently purchased |
| PURCHASES\_INSTALLMENTS\_FREQUENCY | Frequency of done purchases in installments (between 0 and 1) 1 = frequently done 0 = not frequently done |
| CASH\_ADVANCE\_FREQUENCY | Frequency of cash in advance |
| CASH\_ADVANCE\_TRX | "Cash in advance" total transactions |
| PURCHASES\_TRX | Purchase total transactions |
| CREDIT\_LIMIT | Credit card limit of an user |
| PAYMENTS | Total amount paid by the user |
| MINIMUM\_PAYMENTS | Minimum payment amount made by user |
| PRC\_FULL\_PAYMENT | Percent of total charge paid by the user |
| TENURE | Credit card tenure of an user |