**About 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:-

**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** : Amount of purchases made from account  
**ONEOFF\_PURCHASES** : Maximum purchase amount done in one-go  
**INSTALLMENTS\_PURCHASES** : Amount of purchase done in installment  
**CASH\_ADVANCE** : Cash in advance given by the user  
**PURCHASES\_FREQUENCY** : How frequently the Purchases are being made, score between 0 and 1 (1 = frequently purchased, 0 = not frequently purchased)  
**ONEOFFPURCHASESFREQUENCY** : How frequently Purchases are happening in one-go (1 = frequently purchased, 0 = not frequently purchased)  
**PURCHASESINSTALLMENTSFREQUENCY** : How frequently purchases in installments are being done (1 = frequently done, 0 = not frequently done)  
**CASHADVANCEFREQUENCY** : How frequently the cash in advance being paid  
**CASHADVANCETRX** : Number of Transactions made with "Cash in Advanced"  
**PURCHASES\_TRX** : Number of purchase transactions made  
**CREDIT\_LIMIT** : Limit of Credit Card for user  
**PAYMENTS** : Amount of Payment done by user  
**MINIMUM\_PAYMENTS** : Minimum amount of payments made by user  
**PRCFULLPAYMENT** : Percent of full payment paid by user  
**TENURE** : Tenure of credit card service for user