

Team member's details :

Group Name (give a name to your group),

Name: Dara Levy

Email: Dara.levy01@gmail.com

Country: United States

College/Company: N/a

Specialization: Data Science

Problem description: XYZ Bank's Christmas campaign aims to personalize offers for different customer segments to maximize effectiveness. Analytics will make a machine learning solution to categorize customers into five groups based on different characteristics in the dataset. Deliverables include segmented customer groups and actionable insights for targeted marketing strategies.

Business understanding: Company XZY is creating their Christmas campaign offer and want to personalize the deal to different groups of customers as they believe that this approach will be more effective. Manually sorting customers into segments is not practical and risks missing key patterns in behavior. They've asked ABC Analytics to help by developing a machine learning solution to find and categorize customer segments in no more than five groups

Project lifecycle along with deadline:

Task:

1. Business Understanding
2. Data Understanding
3. EDA
4. Feature Engineering
4. Model Building
5. Model Evaluation
6. Presentation (Recommendation slide is must)
7. Document the challenges

Data Intake report:

Name: <Customer Segmentation>

Report date: <6/18/2024>

Internship Batch:<LISUM33>

Version:<1.0>

Data intake by:<Dara Levy>

Data storage location: <<https://github.com/DaraLevy/Customer-Segmentation>>

Total number of observations <number of rows>

Total number of files <1>

Total number of features <Number of columns>

Base format of the file <.csv>

Size of the data <154 MB>

Github Repo link: <https://github.com/DaraLevy/Customer-Segmentation>