Team member's details :

Group Name (give a name to your group),

Name: Dara Levy

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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.

Data Type: CSV

Data Problems:

- Each row indicates to one independent customer so there currently doesn't seem to have any apparent problems in the dataset

Approaches to problems:

- Change some of the variables for easier understanding and manipulations

Github Link: https://github.com/DaraLevy/Customer-Segmentation