**README**

Programming Language: Python

Version: Python 3.

Files Included:

1. Customer Segmentation.ipynb – Source code for the project.
2. Online Retail.xlsx – Data set used for the project.
3. Customer Segmentation using Unsupervised Learning – IEEE format paper.docx – An IEEE style paper consisting of procedural steps, detailed description of implementation techniques used, and results of the project.
4. Customer Segmentation using Unsupervised Learning.pdf – A brief presentation of the project outline, and the methodologies used.
5. Readme.docx – A brief instructions on source code execution.

TO RUN THE PROJECT –

1. Extract the zip file.
2. Copy the input data set file named “Online Retail.xlsx” to an accessible folder.
3. Open the source code file named “Customer Segmentation.ipynb” using Jupyter notebook.
4. Change the input directory from the first input data cell.

Example -  
import os

print(os.listdir(r"<input data set directory path>"))

datafield = pd.read\_excel(r'<input data set directory path>\Online Retail.xlsx')

1. Once the input data set has been imported, click on Kernel from the toggle bar, and click on “Restart and run all cells”