CUSTOMER SEGMENTATION USING DATA SCIENCE

This project involves a data-based method that divides a company's customers into different groups based on their characteristics or behavior, allowing for targeted advertising,

business and products or services.

In this project we have used K-MEANS CLUSTERING Algorithm.In this project

we collected the relavent data from Kaggle.

DATASET LINK:(<https://www.kaggle.com/datasets/vedavyasv/usa>)

In order to execute the code that we have used in this project,use Jupiter Notebook.