**Capstone Project Submission**

**Instructions:**

i) Please fill in all the required information.

ii) Avoid grammatical errors.

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| **Team Member’s Name, Email and Contribution:** |
| 1. Dhanraj A Tiwari - <rishutiwari020@gmail.com>   EDA  RFM  KMeans Clustering |
| **Please paste the GitHub Repo link.** |
| Github Link:- <https://github.com/DhanrajTiwari/Online_Retail-customer-segmentation> |
| **Please write a short summary of your Capstone project and its components. Describe the problem statement, your approaches and your conclusions. (200-400 words)** |
| In this project I am taking customer segments on a transnational data set which contains  all the transactions occurring between 01/12/2010 and 09/12/2011 for a UK-based and registered store online retail. So by using the rfm technique we are checking how much recent and frequent the product has been purchased by a customer. And then using KMeans clustering technique to take our overall data in one cluster. |