**Customer Segmentation**

A picture containing text, clipart

Description automatically generated

# **Team Name: DGI**

# **Team Member Details**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No** | **Name** | **Email** | **Country** | **College/ Company** | **Specialization** |
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| 3 |  |  |  |  |  |
| 4 |  |  |  |  |  |

# **Problem Statement:**

The Bank XYZ wants to roll out personalized Christmas offers for certain customers instead of rolling out the same offers for all customers. As an alternative of trying to manually decide which customer is which category. The bank seeks an efficient approach that enables them to uncover hidden patterns in their customer data and categorize customers into a 5 unique groups.

# **Business Understanding:**

* Customer segmentation is the process of categorizing the customers into various groups according to their characteristics or behaviors.
* This will help the companies effectively match their products to the exact customers groups.

# **Project Life Cycle:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Deadline** | **Person Responsible** | **Task** | **No** |
| 26/04/2021 |  | Business Understanding | 1 |
| 28/04/2021 |  | Data Understanding | 2 |
| 30/04/2021 |  | EDA | 3 |
| 03/05/2021 |  | Feature Engineering | 4 |
| 07/05/2021 |  | Model Building | 5 |
| 09/05/2021 |  | Model Evaluation | 6 |
| 12/05/2021 |  | Presentation | 7 |
| 14/05/2021 |  | Document the challenges | 8 |