

Mall Customer Segmentation using K-Means clustering

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Conclusions:

1. How to use this knowledge?

This knowledge can be used to increase the customers to the mall. Targeting on the customer's needs, if the mall makes some changes to it, then it can boom its business. For example, from the data set, we can observe that more females are attending than males. The mall owner should post some extra benefits to the couple, then males also will increase in the mall. Another example would be customers with high annual income but they are spending low. A more strategic and targeted marketing approach could lift their interest and make them become higher spenders. From this analysis we can focus on loyal customers by making a follow up with them, which will increase the reputation of the mall.