﻿**DSAA 5002 - Data Mining and Knowledge Discovery in Data Science**

**Final Exam Report – Q6 ﻿Bank Customer Clustering**

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1. **Visualization and Business Insights**
   1. **Top 10 Products by Quantity Sold**
   2. **Overall Sales Trend**
   3. **Sales Trend by Month**
   4. **Sales Trend by Hour**
   5. **TODO**
   6. **TODO**
   7. **TODO**
   8. **TODO**
   9. **TODO**
   10. **TODO**
2. **﻿** **Customer Clustering Using Three Distinct Algorithms**
   1. **1**
   2. **1**
   3. **1**
3. **Understanding Customer Clusters: Common Characteristics and Differences**