CUSTOMER BEHAVIOR ANALYSIS

This analysis explores customer behavior using data from www.kaggle.com . First, Exploratory Data Analysis (EDA) was conducted to understand key demographics and patterns—such as age distribution, income range, gender ratio, and spending tendencies—providing a foundational overview of the customer base.

Next, K-Means Clustering was applied for customer segmentation based on annual income and spending score. This identified five distinct customer groups, helping to classify individuals as high-value, budget-conscious, or moderate spenders, offering actionable insights for targeted marketing.

Lastly, an Age Group Analysis was performed to compare average spending scores across defined age ranges and gender. This visualization revealed which age demographics are more inclined to spend, highlighting consumer preferences by life stage.

Together, these steps provide a layered understanding of customer profiles, enabling more informed business decisions.