9. Perform any of the clustering algorithms

8. Scaling the data

7. Check for Categorical columns and perform encoding.

6. Find the outliers and replace them outliers

5. Check for Missing values and deal with them.

4. Perform descriptive statistics on the dataset.

∙Multi-Variate Analysis

∙Bi- Variate Analysis

∙Univariate Analysis

3. Perform Below Visualizations.

2. Load the dataset into the tool.

1. Download the dataset: Dataset

Clustering the data and performing classification algorithms

Perform the below Tasks to complete the assignment:-

marketing team and plan the strategy accordingly.

converge [Target Customers] so that the insight can be given to the

You own the mall and want to understand the customers who can quickly

Problem Statement

Problem Statement: Customer Segmentation Analysis



16. Measure the performance using Evaluation Metrics.

15. Test the Model

14. Train the Model

13. Build the Model

12. Split the data into training and testing

variables.

11. Split the data into dependent and independent

10. Add the cluster data with the primary dataset

