

How to segment our customers?	Sample Data Exploration	Clustering Attributes	Clustering Features	Project Closure

One of the main concerns of financial institutions today is the trade policy that they must apply with their customers about cash withdrawals at ATMs from Royal Decree-Law 11/2015, of 2 October, which regulates fees cash withdrawals at ATMs.

For this reason, we will make a classification of our customers based in 6 attribute:

- * F1 = Amount of cash withdrawals made at ATMs of the own entity (On Us)
- * F2 = Amount of cash withdrawals at ATMs of an entity different than their entity but belong to the same System (Intra-System)
- * F3 = Amount of cash withdrawals at ATMs of an entity outside their System (Inter-System)
- * F4 = number of cash withdrawals made at ATMs of the own entity (On Us)
- * F5 = number of cash withdrawals of an entity different than theirs but belong to the same System (Intra-System)
- * F6 = number of ATM cash withdrawals made in an entity from different System than theirs (Inter-System)