**PROJECT - Customer Segmentation**

An e-commerce company wants to segment its customer base to develop targeted marketing strategies and personalized product recommendations for different customer groups.

**Objective**

Divide customers into distinct groups or clusters, enabling companies to tailor their products, services, and marketing efforts accordingly.

**Abstract**

Customer segmentation is a crucial strategy for e-commerce companies to enhance customer satisfaction, increase sales, and foster brand loyalty. By categorizing customers into distinct groups based on various attributes like purchasing behaviour, demographics, and preferences, companies can develop targeted marketing strategies, personalize product recommendations,

This project aims to undertake a comprehensive analysis of customer data for an e-commerce company, beginning with data collection and pre-processing using Power Query. The clean and structured data will then be subjected to Exploratory Data Analysis (EDA) to uncover key insights. The core of the analysis will involve customer segmentation through clustering techniques, specifically K-means, to identify distinct customer groups. The project will culminate in the creation of interactive dashboards in Power BI, providing real-time insights and supporting ongoing decision-making. This segmentation will enable the company to tailor its products, services, and marketing efforts to the specific needs and preferences of different customer segments. The integration of these tools is expected to enhance the overall approach to data-driven decision-making in customer segmentation.