**Industry Standard Documentation**

**1. Project Charter:**

* **Project Title:** Customer Segmentation for a Retail Store
* **Project Manager:** Jerin J Abraham
* **Start Date:** 15/07/2024
* **End Date:** 17/07/2024
* **Objectives:** To segment customers into distinct groups based on their purchasing behavior.
* **Scope:** Data cleaning, EDA, customer segmentation using K-Means, visualization using Matplotlib and Power BI.
* **Deliverables:** Insights, conclusions, and recommendations.