



## Customer Segmentation & Purchase Prediction

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**GitHub:** [Jonas-Kestenholz/BI](https://github.com/Jonas-Kestenholz/BI)

### **Problem statement:**

Retail businesses face the challenge of understanding diverse customer behaviours to improve marketing strategies, inventory management, and customer loyalty. With \*Shopping Behaviour\* datasets, we aim to analyze demographic, transactional, and behavioural features of customers to uncover patterns that influence purchasing behaviour.

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### **Solution:**

By leveraging business intelligence and data analytics on real customer data, we aim to deliver actionable, data driven solutions that enable retail businesses to segment, predict and optimize profit.

