

# Customers Shopping Data Analysis

Unsupervised Machine Learning Project

## Shopping Customer Segmentation

- Problem Statement: understand the Target Customers for the marketing team to plan a strategy
- Context: Your boss wants you to identify the most important shopping groups based on income, age, and the mall shopping score.
- He wants the ideal number of groups with a label for each.

## Objective Market Segmentation

- Divide your mall target market into approachable groups. Create subsets of a market based on demographics behavioral criteria to better understand the target for marketing activities.

## The Approaches

1. Perform some quick EDA( Exploratory Data Analysis)
2. Use KMEANS Clustering Algorithm to create our segments
3. Use Summary Statistics on the clusters
4. Visualize

## Requirements

1. Standard Python Installation
2. Jupyter Notebook



# Analysis

## Target Cluster

- Target group would be cluster 1 which has a high Spending Score and high income
- 54 percent of cluster 1 shoppers are women. We should look for ways to attract these customers using a marketing campaign targeting popular items in this cluster
- Cluster 2 presents an interesting opportunity to market to the customers for sales event on popular items.

