A PROJECT REPORT ON

**CUSTOMER SEGMENTATION**

SUBMITTED TO

EXPOSYS DATA LABS

SUBMITTED BY

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**INTRODUCTION:**

Customer segmentation is the practice of dividing the companies customers into a groups that reflects similarity among the customers in each group is called customer segmentation.

**LIBRARIES**:

* numpy
* pandas
* matplotlib
* seaborn

**FINDINGS:**

* Age frequency of customers.
* Spending scores and annual income of customers.
* Gender distribution using barplot.
* Didtribution of numbers of customers in each group.
* K Means clustering algorithm.

**CONCLUSION:**

Mall managers must be able to understand what customers require and, more importantly, how to meet those needs. Analyze their purchasing habits, and establish frequent encounters with customers that make them feel comfortable in order to satisfy their demands.