About Dataset

WHAT IS MARKET SEGMENTATION?

In marketing, market segmentation is the process of dividing a broad consumer or business market, normally consisting of existing and potential customers, into subgroups of consumers based on some type of shared characteristics.

Objective :

This case requires developing a customer segmentation to give recommendations like saving plans, loans, wealth management, etc. on target customer groups.

Dataset

The sample Dataset summarizes the usage behavior of about 9000 active credit cardholders during the last 6 months. The file is at a customer level with 18 behavioral variables.

Variables of Dataset

Balance

Balance Frequency

Purchases

One-off Purchases

Installment Purchases

Cash Advance

Purchases Frequency

One-off Purchases Frequency

Purchases Installments Frequency

Cash Advance Frequency

Cash Advance TRX

Purchases TRX

Credit Limit

Payments

Minimum Payments

PRC Full payment

Tenure

Cluster

The sample Dataset summarizes the usage behavior of about 9000 active credit cardholders during the last 6 months. The file is at a customer level with 18 behavioral variables.