## **Data**

Context

This data set is created only for the learning purpose of the customer segmentation concepts , also known as market basket analysis . I will demonstrate this by using unsupervised ML technique (KMeans Clustering Algorithm) in the simplest form.

Content

You are owing a supermarket mall and through membership cards , you have some basic data about your customers like Customer ID, age, gender, annual income and spending score.

Spending Score is something you assign to the customer based on your defined parameters like customer behavior and purchasing data.

Problem Statement

You own the mall and want to understand the customers like who can be easily converge [Target Customers] so that the sense can be given to marketing team and plan the strategy accordingly.

The customer segments data is included as a selection of 440 data points collected on data found from clients of a wholesale distributor in Lisbon, Portugal. More information can be found on the [UCI Machine Learning Repository](https://archive.ics.uci.edu/ml/datasets/Wholesale+customers).

Note (m.u.) is shorthand for *monetary units*.

Features

1. Fresh: annual spending (m.u.) on fresh products (Continuous);
2. Milk: annual spending (m.u.) on milk products (Continuous);
3. Grocery: annual spending (m.u.) on grocery products (Continuous);
4. Frozen: annual spending (m.u.) on frozen products (Continuous);
5. Detergents\_Paper: annual spending (m.u.) on detergents and paper products (Continuous);
6. Delicatessen: annual spending (m.u.) on and delicatessen products (Continuous);
7. Channel: {Hotel/Restaurant/Cafe - 1, Retail - 2} (Nominal)
8. Region: {Lisbon - 1, Oporto - 2, or Other - 3} (Nominal)