**Project Context**

* The client here is an online retailer based in UK and they sell all occassion gifts and many of their customers are. wholesalers.
* Majority of their customers are from UK but they have a small percent of customers from other countries.
* They want to **group their international customers** based on their previous purchase patterns.
* They like to provide **more tailored services to their international customers** and also want improve their marketting style in international market.

**Current Structure**

* The retailer currently just group their customers based on country.
* There is a large number of countries which defeats the purpose of creating groups.
* Some countries have very few customers.
* This approach treats large and small customers the same, regardless of their purchase patterns.

**Goal**

* The goal is to build a clustering model which will make customer clusters and should factor in both **aggregate sales pattern** and **specific items purchased**.

So, the problem specifics are :

Deliverable: **Clusters for customers**  
Machine Learning Task: **Clustering**  
Target Variable: **N/A (Unsupervised learning)**  
Win Condition: **Subjective Results**