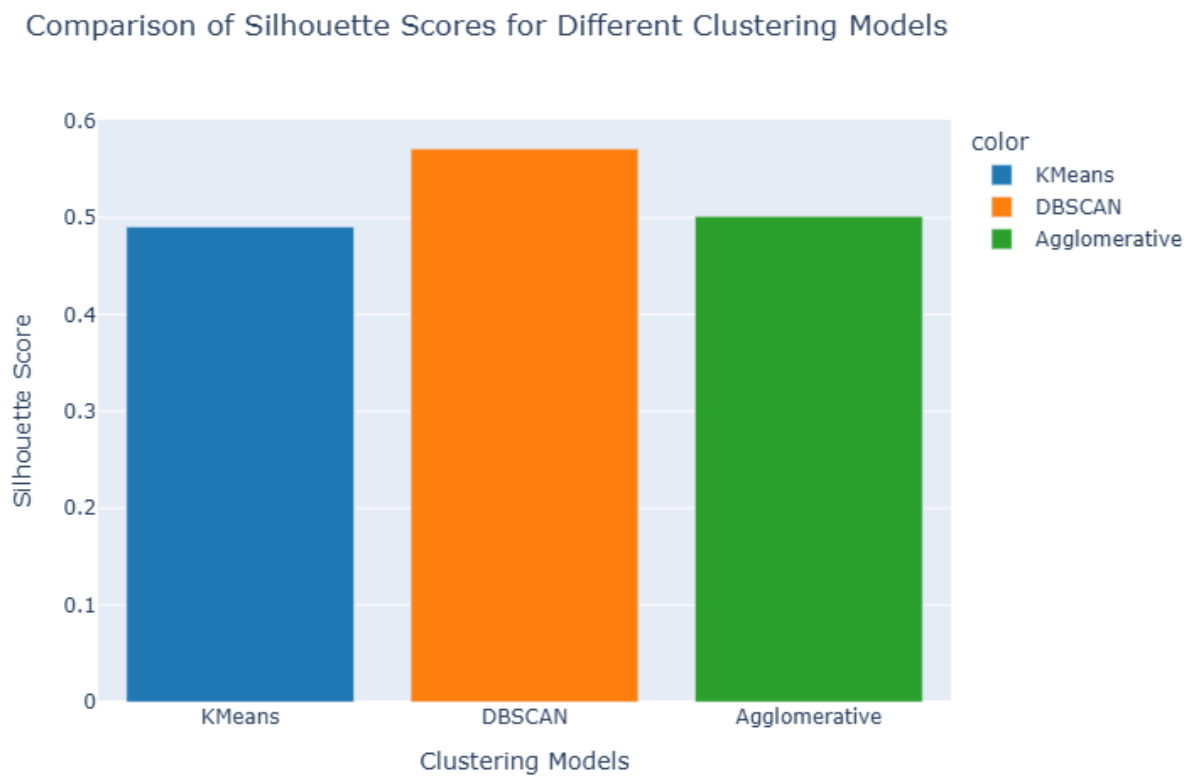


# Team Genesis

Round\_3: Envision

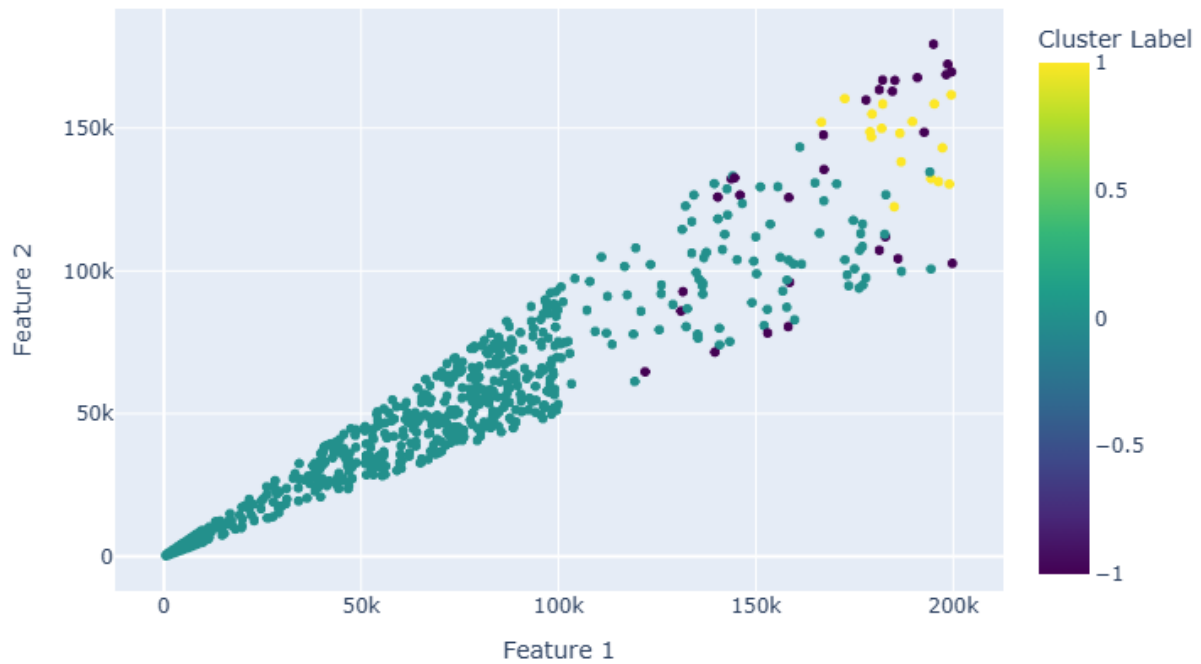
Here, we are using DBSCAN Model

By Applying the Silhouette Scores, we decided to use the DBSCAN Model



After applying the DBSCAN Model

## DBSCAN Clustering Results



At last a streamlit model is applied here to host the model which clusters dataset into segment and suggests marketing strategies accordingly

# Marketing Strategies by Segment

## Segment: Potential Loyal

Engage with personalized emails, upsell/cross-sell offers, and loyalty programs.

## Segment: At Risk Customers

Re-engage with win-back campaigns, special discounts, and personalized communication.

## Segment: VIP/Loyal

Offer exclusive discounts, loyalty rewards, and personalized offers.

## Segment: Can't Lose

Provide high-value offers, personalized recommendations, and proactive support.

Conclusion: Customer segmentation has been successfully performed