1. **PROJECT TITLE**

k means customer dataset .

1. **TASK**

Performed k means clustering on k means customer dataset .

1. **LIBRARIES USED**

Pandas , numpy , matplotlib , sklearn

1. **CONCLUSION**

*Cluster 5---earns high,spends high-----good customers*

*cluster 4---earn less,spends more -----Volatile customer segment,high risk takers*

*cluster 3 ---earn less,spend less ------okay customers(not high spenders)*

*cluster 2 -----earn more,spends less------target group(risk aversers)*

*cluster 1-----earns moderate,spends moderate----okay customers*