**Dataset Description**  
  
This case requires developing a customer segmentation to define a marketing strategy. 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.

* CUSTID: Identification of Credit Cardholder (Categorical)
* BALANCE: Balance amount left in their account to make purchases
* BALANCEFREQUENCY: How frequently the Balance is updated, score between 0 and 1 (1 = frequently updated, 0 = not frequently updated)
* PURCHASES: Amount of purchases made from the account
* ONEOFFPURCHASES: Maximum purchase amount did in one-go
* INSTALLMENTSPURCHASES: Amount of purchase done in installment
* CASH ADVANCE: Cash in advance given by the user
* PURCHASESFREQUENCY: How frequently the Purchases are being made score between 0 and 1 (1 = frequently purchased, 0 = not frequently purchased)
* ONEOFFPURCHASESFREQUENCY: How frequently Purchases are happening in one go (1 = frequently purchased, 0 = not frequently purchased)
* PURCHASESINSTALLMENTSFREQUENCY: How frequently purchases in installments are being done (1 = frequently done, 0 = not frequently done)
* CASHADVANCEFREQUENCY: How frequently is the cash in advance being paid
* CASHADVANCETRX: Number of Transactions made with "Cash in Advanced"
* PURCHASESTRX: Number of purchase transactions made
* CREDIT LIMIT: Limit of Credit Card for user
* PAYMENTS: Amount of Payment done by the user
* MINIMUM\_PAYMENTS: Minimum amount of payments made by the user
* PRCFULLPAYMENT: Percent of full payment paid by the user
* TENURE: Tenure of credit card service for user