

Big Data & Data Analytics-2

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WEEK-14

Project Activity - 4

Mall Customer Segmentation using K-Means clustering

What conclusions are you derived from the analysis?

ANS:

Conclusions:

- This knowledge can be used to increase the customers to the mall.
- Targeting on the customer's needs, if the mall makes some changes to it, then it can boom its business.
- For example, from the data set, we can observe that more females are attending than males.
- The mall owner should post some extra benefits to the couple, then males also will increase in the mall.
- Another example would be customers with high annual income but they are spending low.
- A more strategic and targeted marketing approach could lift their interest and make them become higher spenders.
- From this analysis we can focus on loyal customers by making a follow up with them, which will increase the reputation of the mall.