**Capstone Project Submission**

**Instructions:**

i) Please fill in all the required information.

ii) Avoid grammatical errors.

| **Team Member’s Name, Email and Contribution:** |
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| MOHIT  [mohitraj601@gmail.com](mailto:mohitraj601@gmail.com) |
| **Please paste the GitHub Repo link.** |
| https://github.com/Mohit03singh/Customer\_segmentation\_using\_unsupervised\_learning |
| **Please write a short summary of your Capstone project and its components. Describe the problem statement, your approaches and your conclusions. (200-400 words)** |
| **this project utilizes unsupervised learning techniques to segment customers based on their purchasing behavior. By grouping customers with similar characteristics together, businesses can tailor their marketing strategies and offerings to specific customer segments, thereby maximizing customer satisfaction and profitability.**  **Table of Contents**  **Introduction**  **Dependencies**  **Installation**  **Usage**  **Contributing**  **License**  **Introduction**  **Customer segmentation is crucial for businesses to understand their customer base better and cater to their needs effectively. Unsupervised learning algorithms like k-means clustering, hierarchical clustering, or Gaussian mixture models can automatically identify distinct customer segments based on their purchasing patterns, demographics, or other relevant features.This project provides a scalable and flexible framework for customer segmentation using unsupervised learning techniques. It allows businesses to input their customer data and apply clustering algorithms to identify meaningful customer segments.** |
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