## NAAN MUTHALVAN

DATA SCIENCE

Tittle

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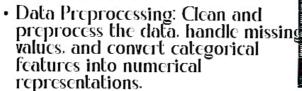
## **Problem Definition:**



\*The problem is to implement data science techniques to segment customers based on their behavior. preferences, and demographic attributes. The goal is to enable businesses to personalize marketing strategies and enhance customer satisfaction. This project involves data collection, data preprocessing, feature engineering, clustering algorithms, visualization, and interpretation of results.

## Design Thinking

 Data Collection: Collect customer data. including attributes like purchase history, demographic information, and interaction behavior



 DesignClustering Algorithms: Apply clustering algorithms like K—Means, DBSCAN, or hierarchical clustering to segment customers.

## Data set:

