



# ACME's Gift Store

# PROBLEM OVERVIEW

Acme Stores, a UK based retail online store that mainly sells unique all-occasion gifts desires to provide personalized experiences and tailored recommendations to boost customer satisfaction and most importantly the company's ROI. However, without a thorough understanding of customer marketing behavior, they are unable to effectively target and engage with the right customers that will grow their ROI.

To overcome this challenge, you have been approached by Acme Marketing to help them address the challenge of finding the most valuable customer segment to redistribute the company's resources and get more return on investment

By conducting this analysis, Acme Stores can segment their customer base, develop personalized marketing strategies, and armed with this data-backed information can help target the company audience better and, therefore, increase sales and ROI

# OBJECTIVE

## WHAT IS MARKET SEGMENTATION?

In marketing, market segmentation is the process of dividing a broad consumer or business market, normally consisting of existing and potential customers, into subgroups of consumers based on some type of shared characteristics. Unsupervised ML Models are perfect for these kinds of tasks.

Objective :

**Your main objective is to perform an Exploratory Analysis and implement a Customer Segmentation Analysis, this will aid management finding the most valuable customer segment to redistribute the company's resources and get more return on investment.**

# DATA DICTIONARY

**"This is a transnational data set which contains all the transactions occurring between 01/12/2010 and 09/12/2011 for ACME Stores, a UK-based and registered non-store online retail. The company mainly sells unique all-occasion gifts. Many customers of the company are wholesalers."**

- Invoice number : product's generated invoice number
- Stock code: item's stock code
- Description: Product description
- Quantity: quantity of product ordered
- Invoice date: date of invoice
- Unite price: cost of a single unit of product in pounds
- Customer id: unique customer identification number
- Country: country customer is ordering from





**Create a detailed  
analysis and upload  
on your Github.**

**(Tag @10Alytics)**