NARASARAOPETA ENGINEERING COLLEGE

(Autonomous)

DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

Batch Number	CG10
Team Members	N.Srujana -20471A05G6 Sk.M.Nashra - 20471A05I2 K.Nayomi - 20471A05F7
Guide	M.Suneetha , M.Tech
Title	**Customer Segmentation Using K-Means**
Domain/Technology	Machine Learning
Dataset Link	https://www.kaggle.com/datasets/vjchoudhary7/customer-segmentation-tutorial-in-python
BasePaper Link	https://ieeexplore.ieee.org/document/8769171
Software Requirements	Browser: Any Latest browser like Chrome Operating System : Windows 10 Language: Python Platform: Jupyter Notebook
Hardware Requirements	Processor : Intel core i5 RAM : 4 GB Disk Space : 2GB SystemType:64-bit operating system, x64-based processor
Abstract	Effective decisions are mandatory for any company to generate good revenue. In these days competition is huge and all companies are moving forward with their own different strategies. We should use data and take a proper decision. Every person is different from one another and we don't know what he/she buys or what their likes are. But, with the help of machine learning technique one can sort out the data and can find the target group by applying several algorithms to the dataset. Without this, it will be very difficult and no better techniques are available to find the group of people with similar character and interests in a large dataset. Nowadays Customer segmentation became very popular method for dividing company's customers for retaining customers and making profit out of them, in the following study customers of different of organizations are classified on the basis of their behavioral characteristics such as spending and income, by taking behavioral aspects into consideration makes these methods an efficient one as compares to others. Here, the customer segmentation using K-Means clustering helps to group the data with same attributes which exactly helps to business the best. In this project elbow method is used to find the number of clusters and at last we visualize the data

Signature of the team members   **Signature of the Guide**   **Signature of the project coordinator**