Outline:

1. **Project Title:**
   Customer Personality Analysis Dashboard using Unsupervised Learning (DBSCAN & t-SNE)
2. **Objective:**
   Briefly the purpose of Project:

   To segment customers based on behavior, spending habits, and campaign acceptance, using DBSCAN clustering and visualized through t-SNE.

3. **Dataset Info:**
   - Source: [Marketing Campaign Dataset]
   - Features Used: `Income`, `Recency`, `Total_Children`, `Total_Mnt_Spent`, `Total_Campaigns_Accepted`, `Education`, `Marital_Status`, etc.
   - Size: X rows, Y columns
4. **Feature Engineering Done:**
   - `Total_Children` = `Kidhome` + `Teenhome`
   - `Total_Mnt_Spent` = Total amount spent
   - `Total_Campaigns_Accepted` = Sum of all campaign acceptances
   - `Age` = 2025 - `Year_Birth`
5. **Modeling Technique:**

   Used **DBSCAN** for clustering with different `eps` and `min_samples` values. t-SNE was used to reduce dimensionality for visualization.

6. **Insights:**

   While DBSCAN returned only one cluster, the dataset still provided valuable insights into spending habits and campaign behavior.

7. **Dashboard Features:**
   - t-SNE scatter plot
   - Cluster summary
   - Pie chart & bar chart
8. **Conclusion & Future Work:**

   Although the data resulted in a single cluster, the process showcases solid data preparation, feature engineering, and dashboard development skills. Future iterations can explore other clustering techniques (like KMeans) for better separation.