

<b>Project Title</b>	Purchasing capabilities of a customer
<b>Technologies</b>	Machine learning
<b>Domain</b>	Banking
<b>Project Difficulties level</b>	Intermediate

### Problem Statement:

Customer Segmentation is the subdivision of a market into discrete customer groups that share similar characteristics. Customer Segmentation can be a powerful means to identify unsatisfied customer needs. Using the above data, companies can then outperform the competition by developing uniquely appealing products and services.

The most common ways in which businesses segment their customer base are:

1. **Demographic information** includes gender, age, familial and marital status, income, education, and occupation.
2. **Geographical information** which differs depending on the scope of the company. For localized businesses, this info might pertain to specific towns or counties. On the other hand, it might mean a customer's city, state, or even country of residence for larger companies.
3. **Psychographics**, such as social class, lifestyle, and personality traits.
4. **Behavioural data**, such as spending and consumption habits, product/service usage, and desired benefits.

#### Advantages of Customer Segmentation

1. Determine appropriate product pricing.
2. Develop customized marketing campaigns.
3. Design an optimal distribution strategy.
4. Choose specific product features for deployment.
5. Prioritize new product development efforts. You have to create a project to segment a customer for a banking client based on their transaction history. You have to find out the purchasing capabilities of customers for a different part of the customer.

**Dataset:**

<https://rapidapi.com/search/customer>

apart from this dataset, you can try to access the dataset from any other platform of your choice; we don't have any issue with it.

**Project Evaluation metrics:****Code:**

- You are supposed to write a code in a modular fashion
- Safe: It can be used without causing harm.
- Testable: It can be tested at the code level.
- Maintainable: It can be maintained, even as your codebase grows.
- Portable: It works the same in every environment (operating system)
- You have to maintain your code on GitHub.
- You have to keep your GitHub repo public so that anyone can check your code.
- Proper readme file you have to maintain for any project development.
- You should include basic workflow and execution of the entire project in the readme file on GitHub
- Follow the coding standards: <https://www.python.org/dev/peps/pep-0008/>

**Database:**

- You are supposed to use a given dataset for this project which is a Cassandra database.
- <https://astra.dev/ineuron>

**Cloud:**

- You can use any cloud platform for this entire solution hosting like AWS, Azure or GCP

**API Details or User Interface:**

- You have to expose your complete solution as an API or try to create a user interface for your model testing. Anything will be fine for us.

**Logging:**

- Logging is a must for every action performed by your code use the python logging library for this.

**Ops Pipeline:**

- If possible, you can try to use AI ops pipeline for project delivery Ex. DVC, MLflow , Sagemaker , Azure machine learning studio, Jenkins, Circle CI, Azure DevOps , TFX, Travis CI

### **Deployment:**

- You can host your model in the cloud platform, edge devices, or maybe local, but with a proper justification of your system design.

### **Solutions Design:**

- You have to submit complete solution design strategies in HLD and LLD document

### **System Architecture:**

- You have to submit a system architecture design in your wireframe document and architecture document.

### **Latency for model response:**

- You have to measure the response time of your model for a particular input of a dataset.

### **Optimization of solutions:**

- Try to optimize your solution on code level, architecture level and mention all of these things in your final submission.
- Mention your test cases for your project.

### **Submission requirements:**

**High-level Document:**

You have to create a high-level document design for your project. You can reference the HLD form below the link.

Sample link:

[HLD Document Link](#)

**Low-level document:**

You have to create a Low-level document design for your project; you can refer to the LLD from the below link.

Sample link

[LLD Document Link](#)

**Architecture:** You have to create an Architecture document design for your project; you can refer to the Architecture from the below link.

Sample link

[Architecture sample link](#)

**Wireframe:** You have to create a Wireframe document design for your project; refer to the Wireframe from the below link.

**Demo link**

[Wireframe Document Link](#)

**Project code:**

You have to submit your code GitHub repo in your dashboard when the final submission of your project.

**Demo link**

[Project code sample link :](#)

**Detail project report:**

You have to create a detailed project report and submit that document as per the given sample.

**Demo link**

[DPR sample link](#)

**Project demo video:**

You have to record a project demo video for at least 5 Minutes and submit that link as per the given demo.

**Demo link**

[Project sample link :](#)

**The project LinkedIn a post:**

You have to post your project detail on LinkedIn and submit that post link in your dashboard in your respective field.

**Demo link**

[Linkedin post sample link :](#)