

## **Live Project – 1**

### **Customer Segmentation Engine.**

**The aim of the project is to segment the customers spending on ecommerce data.**

You are given a data for a Research company based in USA, which keeps a track on the customers spending.

You are required to segment based on the users spending whether the particular customer belongs to which group (General, Miser, Target, Careful, Spendthrift, Centroid).

You are also required to segment the data based on the age of the customer.

You are required to choose the appropriate ML- Algorithm to achieve the same.

#### **Points Allocation:**

- 1) Problem Identification – 3**
- 2) Your Approach – 2**
- 3) EDA – 10**
- 4) ML – Problem Solving – 5**
- 5) Model Score – 5**

**Last Date of Submission:** 25<sup>th</sup> July 2022.