Project Charter:

- **Project Title:** Customer Segmentation for a Retail Store

- **Project Manager:** Raunak Verma

- **Start Date:** 13 July 2024

- **End Date:** 16 July 2024

- **Objectives:** To segment customers into distinct groups based on their purchasing behaviour.

- **Scope:** Data cleaning, EDA, customer segmentation using KMeans, visualization using Matplotlib and Power BI.

- **Deliverables:** Insights, conclusions, and recommendations.