

# Project Proposal

## What is Market Segmentation?









Market segmentation refers to the process of dividing the consumer market for existing and/or potential customers into groups (or segments) based on common traits, interests, and behaviors. The basic concept is that consumers who share common traits are more likely to respond to marketing communications in a similar manner so that companies can reach each group in a more relevant and effective manner.

The study aims to discover market segmentation using a new strategy to predict the pool of new customers.

## Dataset:

To achieve the goal of this study a data set from the Analytics Vidhya hackathon will be collected. This dataset can be found at [Kaggle](#).

**the content of the table:**

- ❖ ID       Unique ID
- ❖ Graduated       Gender of the customer
- ❖ Profession       Marital status of the customer
- ❖ Work \_Experience       Work Experience in years
- ❖ Spending \_ Score       Spending score of the customer
- ❖ Family \_Size       Number of family members for the customer
- ❖ Var\_1       Anonymised Category for the customer
- ❖ Segmentation       (target) Customer Segment of the customer

## Tools:

There are tools that will be used to achieve the goal of this study, such as NumPy, matplotlib, pandas for discovering the data and training a model. The work will be done through the Jupyter notebook.

## Goal:

Examine the data, then use the EDA stages to choose the most appropriate model for the data.