**Problem statement:**

* Segment customers based on their transaction behaviour
* Provide insights on each segment

**About data:**

* Monthly transaction history for 30 customers across 12 products Jan'2017 to Oct'2020
* Total 16560 records, 5 features
* Fields
  + customerId: Unique customer ID
  + productId: Unique product ID
  + date: Month- year combination
  + qtyPurchased: Number of units purchased for the product
  + transactionAmount: Transaction amount in (CAD)

**Submissions:**

* Python code or notebook
* Write up or powerpoint slides on the methodology and insights

**Notes:**

* Approach matters more than the results