Problem Statement :

The electronic department of a local supermarket store is facing stagnant customer growth on its online presence. To address this issue, we need to develop a data-driven customer segmentation strategy.

1. Identification of new customer segments
2. Understanding the needs and preferences of existing customers
3. Develop product recommendations(optional)

So, for identifying new customer segments we are going to use publicly available amazon online dataset, which will provide us insight into, what the current trend is? And we will also use the retail stores data to understand their own customer needs and preferences.

This will allow the local store to achieve larger customer base and also satisfy current requirements of their customers.