

Problem Statement

About the client	Mohkart is a leading Ecommerce player in India, who has hired you as a consultant to derive some actionable insights, these insights will help them to prepare customer segment specific strategies to further optimize their operations and marketing campaigns.
<u>Clients Requirements</u>	
a.) Customer Profiling	Segment the customers based on their purchase behavior, age, city or any other relevant factors
	Utilize appropriate techniques (e.g., clustering algorithms) to create meaningful customer segments.
b.) Insights	Insights Generation: Analyze the spending habits of different customer segments. Identify trends, patterns, or anomalies in the data. Extract 2-3 actionable insights related to customer behavior, preferences, and trends. By actionable insights we mean type of insights based on which Mohakrt can make changes to their current strategies or create new strategies.
c.) Storytelling and Visualization	Create compelling visualizations (e.g., charts, graphs, dashboards) to illustrate key findings and insights.
	Present the insights in a clear and engaging manner, suitable for both technical and non-technical audiences.
	You can use tableau or any BI tool to do this.

Data Definition

CustomerID	unique identifier of a customer
Age	age of the customer
Device	Device used to browse the website during purchase of the item
City	City of the customer
Product	Product purchased
Price	Price of the product (price of 1 item)
Quantity	Quantity bought
PurchaseDate	date of purchase

BrowsingTime	time spent on website browsing the product before doing the transaction, ie. time spent on website before buying the product
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