**ABSTRACT**

**CUSTOMER SEGMENTATION WITH KNN**

One of the things successful companies today need is knowing what their customers need, and to meet their needs, they need to know their customers well. To get these information and insights, some analysis need to be done on the customers’ information they have. Now, it will not be cost effective to tailor their strategies to every individual, but grouping these individual by features they have in common can yield similar results. This is where customer segmentation comes in. We have two datasets, one to be used for training and the other to test our model for accuracy. We are going to classify our customers into 4 segments based on features like gender, age, profession, work experience, etc. We intend to use KNN to classify the customers into different groups.

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