**2. Business Requirements Document (BRD):**

* **Business Problem:** Lack of understanding of different customer profiles leading to untargeted marketing strategies.
* **Business Objectives:** To improve customer satisfaction and sales by understanding customer segments.
* **Functional Requirements:**
  + Data Analysis: It loads the data and involves in cleaning the dataset to ensure that it is free from errors. It performs EDA after data cleaning to summarize the main characteristics of the data. And later it Summarize the statistics on various variables such as age, annual income and spending score.
  + Clustering: It involves in segmenting the customers into distinct groups based on their attributes such as age, annual income and spending score.
  + Visualizations: It visualizes the customers data in various plots.
* **Non-functional Requirements:**
  + Performance: It involves in perform efficiently for handling data analysis, clustering and visualization tasks within a time.
  + Scalability: The system is scalable to handle vast amount of data. But in this project we have used 200 rows dataset.
  + Usability: This project is very easy to use and visualizations are very clear and informative.