Sandra Zaborska-Kucharczyk

Raza Rafique

MGS\*3101\*01

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Deliverable 1 (D1): Topic Selection

For my Business Analytics project, I chose to do an analysis on Customer Segmentation. This type of analysis can be very useful for businesses who want to optimize their marketing strategy, understand the buyers, and to improve their customer retention. The goal of my project is to cluster customers into groups by using the data which represents their spending behaviors. Businesses can benefit from this analysis by better understanding of their customer spending habits what enables to use marketing more effectively by offering personalized promotions and increase both revenue and customer satisfaction.

The data analysis will help identify patterns in customer spending behavior, which will allow businesses to use their marketing budget more efficiently and develop more personalized marketing strategies. This project will include data visualization to enhance clarity of the analysis and to make the outcomes easier to understand for the management.