

## Project Management Plan

Project Name	CUSTOMER SEGMENTATION	Date	08-03-2023
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### Project Description:

Customer segmentation is the process of dividing a customer base into smaller groups of individuals or organizations that share similar characteristics or needs. The goal of customer segmentation is to better understand and target specific groups of customers in order to improve marketing and sales efforts and ultimately increase revenue.

### Project Lifecycle:

Phase	Key Activities	Key Deliverers
Knowledge Gathering	Research about projects in web	Get proper ideas about project
Updation	Do required updation in code as per requirement	Refined code
Testing	Try with different datasets and with disserent parameters	Ensure proper work done
Report	Prepare report and submit	End of project
Closure	Closure of the project.	Successful completion of project

**Project Management Plan:**

Name	Comment
<b>Scope</b>	<ul style="list-style-type: none"><li>a. Developing a methodology for clustering the customers into these segments based on their data.</li><li>b. Pre-processing the customer data by scaling and normalizing it to ensure the quality of the analysis.</li><li>c. Visualizing the resulting clusters using techniques such as scatter plots, heat maps, or deprograms.</li><li>d. Evaluating the clustering performance using metrics such as silhouette score and elbow plot.</li><li>e. Providing actionable insights for improving customer satisfaction and loyalty by providing targeted and personalized experiences that meet their specific needs and preferences.</li></ul>
<b>Time</b>	The estimated duration for the project is 3 months.
<b>Cost</b>	No cost associated with project
<b>Risk</b>	Unforeseen data patterns: There may be hidden patterns in the customer data that are not captured by the chosen clustering algorithm, which could lead to ineffective segmentation.

	Integration issues: The results of the clustering analysis may not be easily integrated with existing marketing or sales systems, leading to operational challenges
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