**Bank Customer Segmentation**

Most banks have a large customer base - with different characteristics in terms of age, income, values, lifestyle, and more. Customer segmentation is the process of dividing a customer dataset into specific groups based on shared traits.

*According to a report from Ernst & Young, “A more granular understanding of consumers is no longer a nice-to-have item, but a strategic and competitive imperative for banking providers. Customer understanding should be a living, breathing part of everyday business, with insights underpinning the full range of banking operations.*

**About this Dataset**

This dataset consists of 1 Million+ transaction by over 800K customers for a bank in India. The data contains information such as - customer age (DOB), location, gender, account balance at the time of the transaction, transaction details, transaction amount, etc.

**Application of Analysis**

1. Perform Clustering / Segmentation on the dataset and identify popular customer groups along with their definitions/rules