Customer Segmentation For Shopping Mall

Content:

This data set is generated for the customer segmentation concepts , also known as market basket analysis. You own the mall and want to understand the customers like who can be easily converge [Target Customers] so that the sense can be given to marketing team and plan the strategy accordingly.

Format:

This file contains the basic information (ID, age, gender, income, spending score) about the customers.

- Gender-Gender of the customer
- Age-Age of the customer
- Annual Income (k$)-Annual Income of the customer
- Spending Score (1-100)-Score assigned by the mall based on customer behavior and spending nature

Task:

Tools Recommended- R, Python.

1. Segment the customers by Gender/Age/Annual Income.