**Domain**

2. Retail

**Dataset**

This dataset represents the purchase behavior of customers at Spencers’ supermarket in Eastern part of India. It has 702 rows of data.

**Attributes**

1.> Customer\_ID – id of customer

2.> AVG\_Actual\_price\_12 – MRP

3.> Purchase\_Value – Total amount of purchase customer has made

4.> No\_of\_Items – Number of items bought

5.> Total\_Discount- Discount availed by each customer

6.> MONTH\_SINCE\_LAST\_TRANSACTION – Last month of visit in supermarket

**Problems**

Cluster customers into different segments or groups based on the attributes given using clustering algorithms.