**CLUSTERING**

*USE Python for customer-segment-analysis*

1. Given is a dataset containing transaction details of various products in a store. The column names are self-explanatory.
2. Perform EDA on the above dataset. Calculate few KPI’s like “Average Sales per customer”, “Average Transaction Size by product category” etc. (You can add more KPI which may be relevant).
3. Calculate the Recency, Frequency and Monetary value for the customers (RFM). Please read about RFM Analysis to get better idea.
4. Use any clustering technique to create a model to segment the customers (You can include the RFM calculated in “Step No 3” for building your clustering model).
5. Explain the different customer segments after the clusters are created. (Properties of each cluster).