

Big Data & Data Analytics – II

W14 – Project Activity-4

Mall Customer Segmentation using K-Means clustering

<https://github.com/SenseiAlerai/Mall-Customer-Segmentation-using-K-Means-clustering>

Conclusions:

1. How to use this knowledge?

- This knowledge can be used to increase the customers to the mall.
- Targeting on the customer's needs, if the mall makes some changes to it, then it can boom its business.
- For example, from the data set, we can observe that more females are attending than males.
- The mall owner should post some extra benefits to the couple, then males also will increase in the mall.
- Another example would be customers with high annual income but they are spending low.
- A more strategic and targeted marketing approach could lift their interest and make them become higher spenders.
- From this analysis we can focus on loyal customers by making a follow up with them, which will increase the reputation of the mall.