

Project Title : Mall Customer Segmentation			
Project Start Date : December 10, 2021		Project Finish Date: December 19, 2021	
Project Lead : Maneesh, 19BCE7192, maneesh.19bce7192@vitap.ac.in			
Project Objectives : Here we seek to achieve Value-based segmentation, where it differentiates customers by their economic value, grouping customers with the same value level into individual segments that can be distinctly targeted			
Approach : <ul style="list-style-type: none">➤ Update the roles of the project members in spreadsheet.➤ Update the decided project title in spreadsheet.➤ Organize meetings and share the working updates.➤ A final meeting for any doubt clearance.➤ Cross-check relevant documents required for submission.➤ Submit before the deadline.			
Roles and Responsibilities			
Name	ID	Role	Responsibility
Maneesh Madala	19BCE7192	Team Lead	<ul style="list-style-type: none">✦ Organize meeting (Min 3 in MS Team – MS Team recording link need to submit.✦ Need to do all presentations✦ Scope document need to prepare✦ case study need to prepare
Patri Lalithya Manasa	19BCD7103	Documemtation	<ul style="list-style-type: none">✦ Need to submit MoM✦ Need to prepare final PPT✦ Need to prepare project report
Akella Siva Sai Atchyut	19BCE7513	Data Scientist	<ul style="list-style-type: none">✦ Need to prepare Dataset✦ Data preprocessing✦ Data cleaning
Jathin Kolla	19BCD7192	Data Analyst	<ul style="list-style-type: none">✦ Need to analyse the data set and predict the solution