Unsupervised Machine Learning

1. Understand the problem statement
2. Import libraries and Dataset
3. Visualize and explore dataset
4. K-means Clustering
5. Elbow Method
6. Use scikit learn library to implement clustering
7. Apply PCA
8. Data Visualization

Type of Customers

Transectors- Who use the least amount of money and are careful about their money and their use is not any due.

Revolvers- Who use their credit card as loan, this group is the most lucrative sector because they take 20% interest.

New Customers

VIP/Prime - They spend high and they can be targeted as to increase their credit limit.