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| **Project Title** | **Airline customer Segmentation** |

**Project Summary:**

The **Airline customer Segmentation** project involves customer segmentation based on provided features for the airline industry.

**Tools & IDE Used :**

Visual Studio code 1.96 (IDE for python)

**Backend code Explanation:**

The approch involved data cleaning , data preprocessing, feature engineering & then determing the Optimum K-Value using Elbow method & trying K-means for different clusters & finally one with optimum space btween clusters were used for modelling.In all the cases PCA was used for visulasing the clusters formed.The main challenge was in feature selection as there was no dataset explanation provided.After experimenting with different set of features , finally the LRFMC Model for aviation industry was used for feature selection.With repect to clustering model both k-means & DBSCAN was tried with different feature sets & out of all K-Means with 6 clusters was found the optimum one. The Formed clusters along with Member ID was finally saved in an csv format.

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