**Clustering using SAS Enterprise Miner**

Dataset:

<https://www.kaggle.com/code/vjchoudhary7/kmeans-clustering-in-customer-segmentation/data>

**About this file**

Context:

This data set is created only for the learning purpose of the customer segmentation concepts , also known as market basket analysis . I will demonstrate this by using unsupervised ML technique (K means Clustering Algorithm) in the simplest form.

Content:

You are owing a supermarket mall and through membership cards , you have some basic data about your customers like Customer ID, age, gender, annual income and spending score.

Spending Score is something you assign to the customer based on your defined parameters like customer behaviour and purchasing data.

Segment Plot:

Chart, bar chart

Description automatically generated

Segment Size:

Chart, pie chart

Description automatically generated

Mean Statistics:

Table

Description automatically generated

Output in separate PDF file