Customer segmentation is a crucial aspect of data science for businesses. In Part 1 of the development process, you typically focus on:

Data collection: Gather relevant data about your customers. This can include demographic information, purchase history, website behavior, and more.

Data : Clean and preprocess the data to remove duplicates, handle missing values, and standardize formats.

Exploratory Data Analysis (EDA): Analyze the data to identify patterns, trends, and outliers. This can involve using statistics and data visualization techniques.

Feature Engineering: Create new features or transform existing ones to make the data more suitable for segmentation. For example, you might calculate customer lifetime value or frequency of purchases.

Selecting Segmentation Variables: Decide which features will be used for customer segmentation. It could be based on customer behavior, demographics, or other factors.

These are the initial steps in developing a customer segmentation model. In subsequent parts, you would move on to actually implementing segmentation techniques like clustering (e.g., k-means) or classification to group customers based on their characteristics and behaviors.