

## **Project Charter:**

- **Project Title:** Customer Segmentation for a Retail Store
- **Project Manager:** D. Syam Dheeraj
- **Start Date:** 13 July 2024
- **End Date:** 17 July 2024
- **Objectives:** To segment customers into distinct groups based on their purchasing behaviour.
- **Scope:** Data cleaning, EDA, customer segmentation using KMeans, visualization using Matplotlib.
- **Deliverables:** Insights, conclusions, and recommendations.