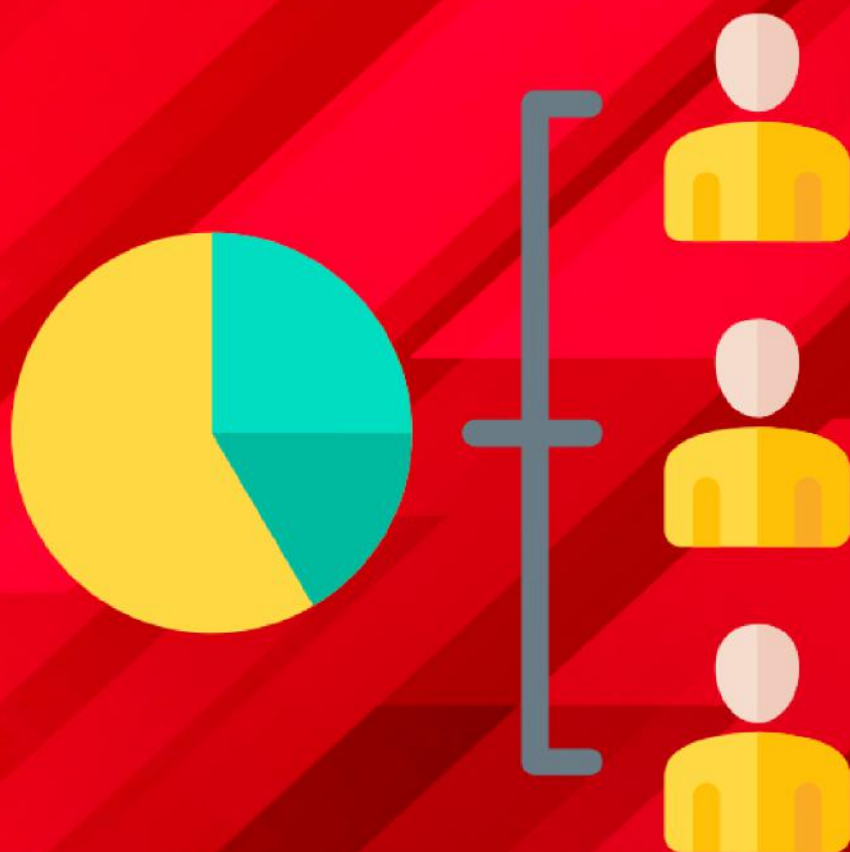


# CUSTOMER CLASSIFICATION

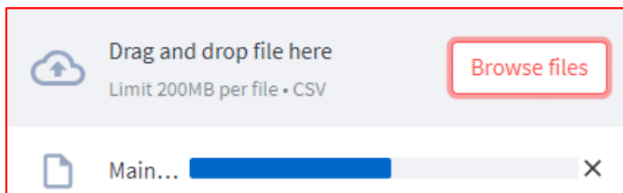
A GUIDE TO USER



## 4.1 Customer Classification

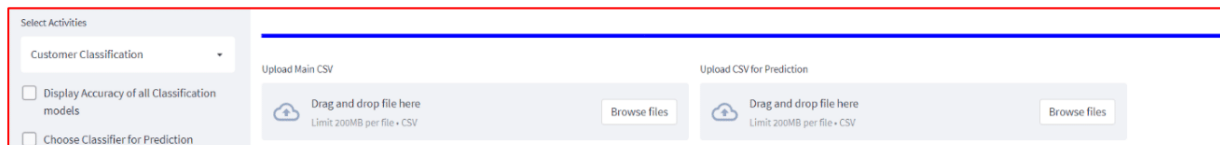


- Select the Customer Classification option from the dropdown in the sidebar menu. Wait for some time until the screen gets static.



- Upload the **.csv file** of the dataset whose customer segmentation is to be done
- This can be done either by 'drag and drop' mode or by just browsing your directory.

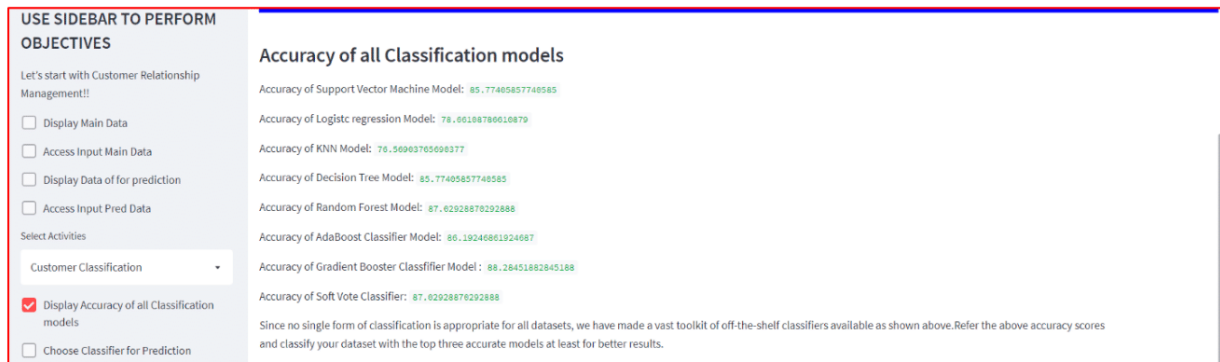
- Further you can choose between display accuracy of all classification models and choose classifier for prediction as per your requirements by clicking the checkbox in the sidebar menu.



## 4.2 Accuracy of Classification Models



- Click on the **Display accuracy** option in the sidebar menu. Wait for some time until the results are displayed.



- The models used above are support vector machine, logistic regression, KNN, decision tree, random forest, adaboost classifier, gradient booster and soft vote classifier.
- A wide range of choices among classifiers is available as shown above. The accuracy scores of each model is displayed.

### 4.3 Classifier for Prediction



- Click on the **Choose Classifier for Prediction** option in the sidebar menu. Wait for some time until the results are displayed.

Select Activities

Customer Classification

☐ Display Accuracy of all Classification models

☒ Choose Classifier for Prediction

Choose Classifier for Prediction

Support Vector Machine

LogisticRegression

k-Nearest Neighbors Algorithm

Decision Tree

Random Forest Model

Ababoo Classifier Model

Gradient Boosting Classifier Model

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### Prediction using Support Vector Machine

	CustomerID	Monetary_T	Frequency_T	Recency_T	Predictions
0	12354	1.2292	1.0000	6.1534	0
1	12355	1.8921	1.0000	8.2816	0
2	12357	2.3393	1.0000	7.2999	1
3	12358	2.6201	1.0000	9.4727	0
4	12360	1.5786	1.0000	3.7563	1
5	12362	1.2989	1.0000	6.0912	0
6	12370	1.3979	1.0000	3.7325	0
7	12378	1.4728	1.0000	6.7313	0
8	12381	1.2175	1.0000	1.2599	0
9	12388	1.7218	1.0393	4.2358	1

- Choose amongst the classifiers displayed in the sidebar menu. The one chosen will give the required results.
- The '0' value under prediction indicates customers with higher RFM or high valued customers while customers with '1' value indicate comparatively less valued customers.