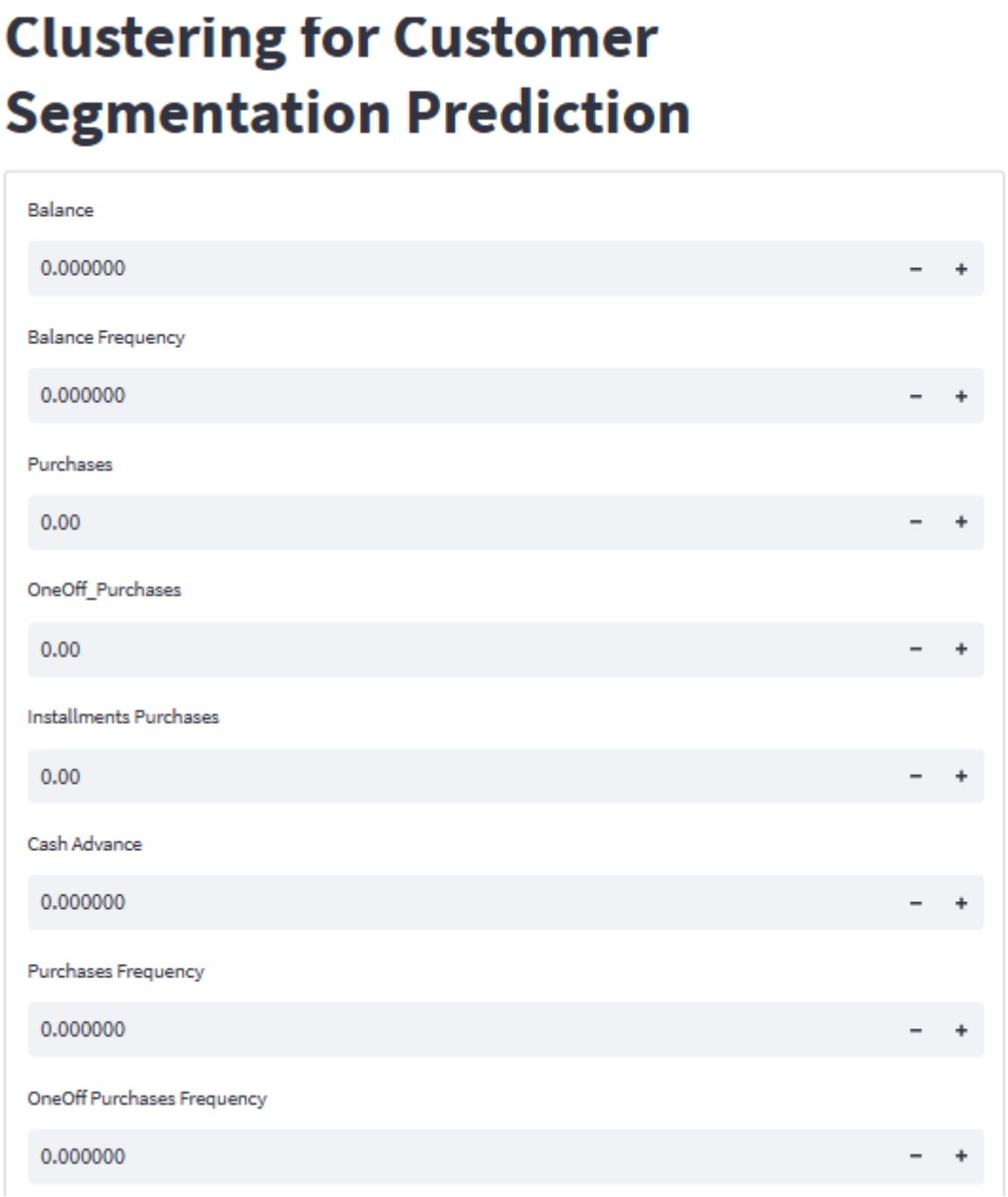
Clustering for Customer Segmentation & Understanding

Wireframe Documentation

[Pick the date]

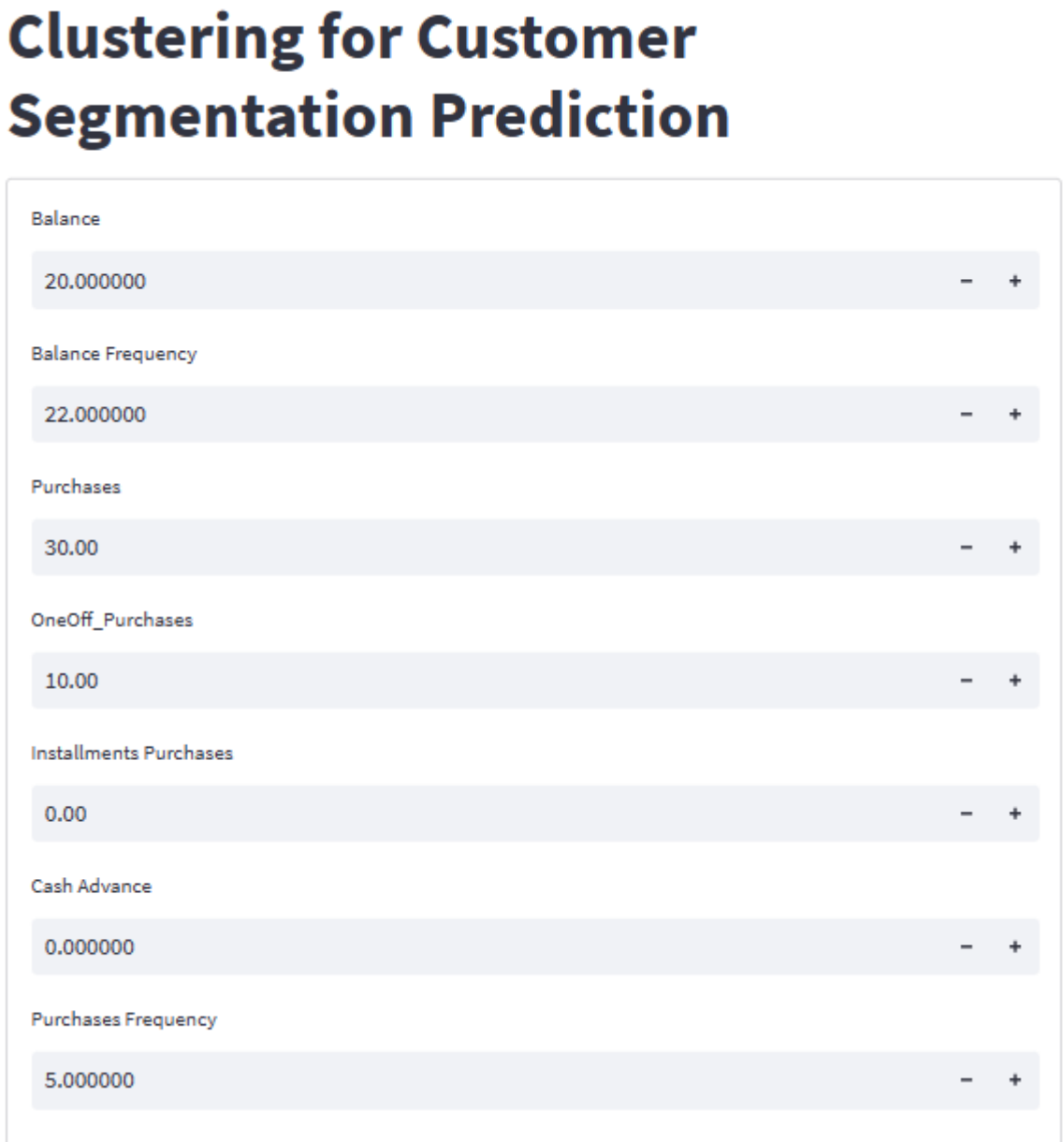
Streamlit App:

Creating the streamlit UI loading the saved model & making real-time predictions. Deploying machine learning models with python and streamlit. We can see below who the front page looks.

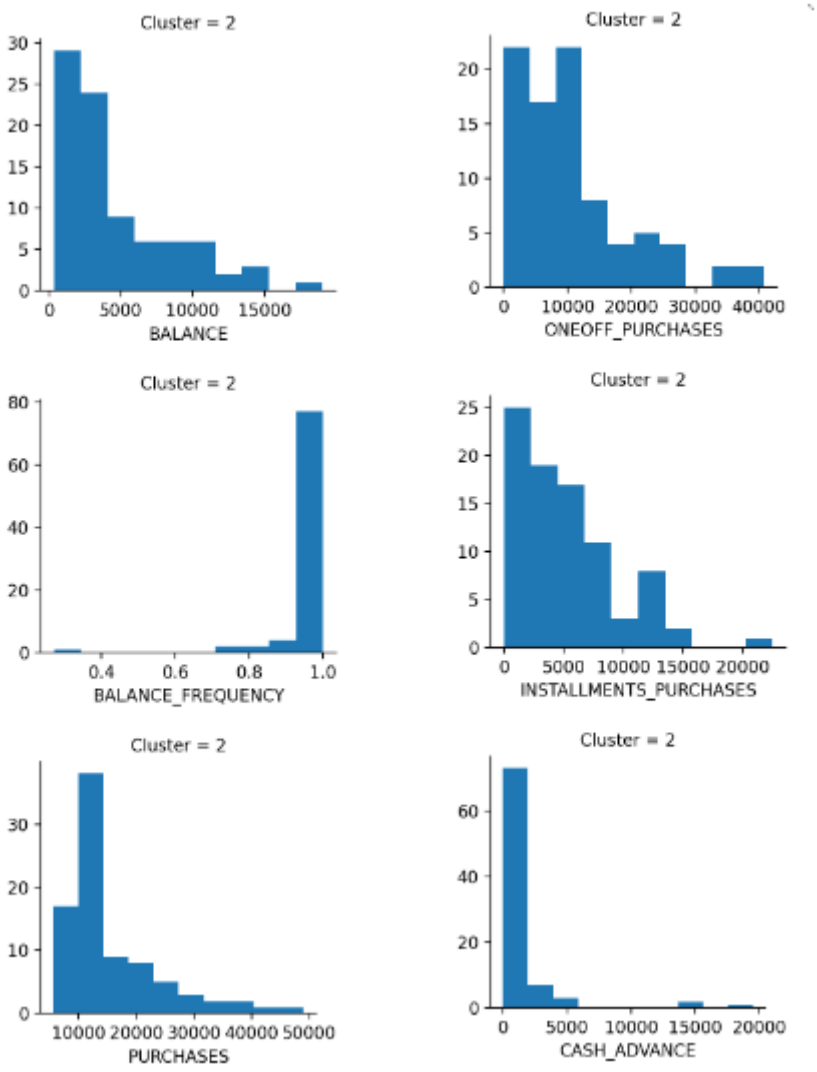


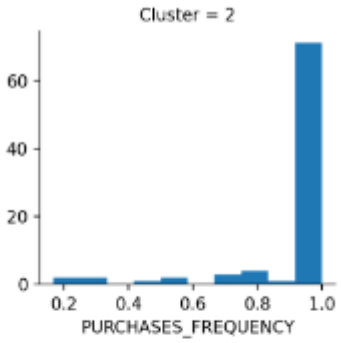
Collecting data from User:

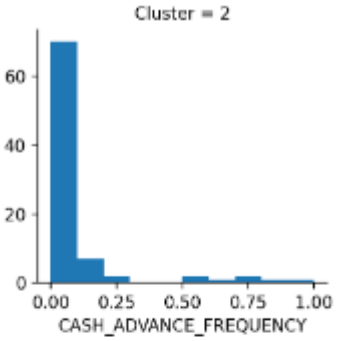
Here we will collect all data from user such as Variables of the Dataset, Balance, Balance Frequency, Purchases, One-off Purchases, Instalment Purchases, Cash Advance Purchases Frequency, One-off Purchases Frequency, Purchases Instalment Frequency, Cash Advance Frequency, Cash Advance, TRX Purchases, TRX Credit Limit, Payments, Minimum Payments, PRC, Full Payment, and Tenure Cluster.

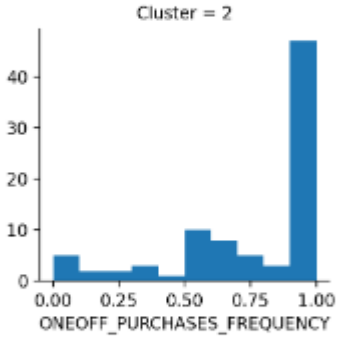


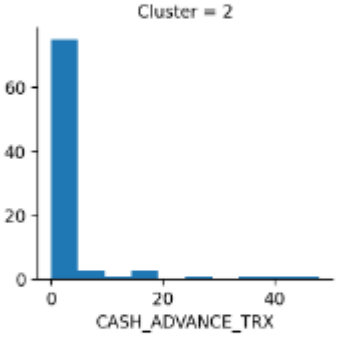
After clicking the submit button, it will display which cluster the provided data belongs to in relation to the graph.

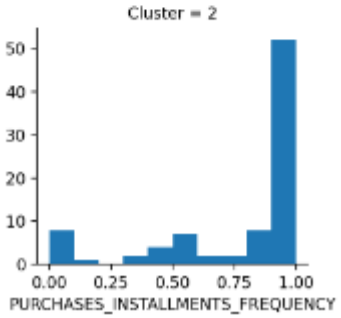


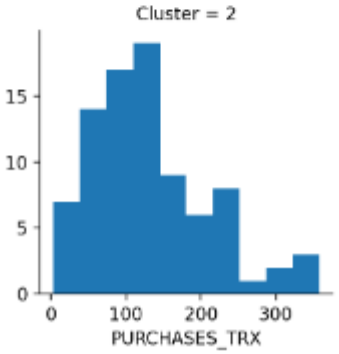

Cluster = 2
60
40
20
0
0.2
0.4
0.6
0.8
1.0
PURCHASES_FREQUENCY


Cluster = 2
60
40
20
0
0.00
0.25
0.50
0.75
1.00
CASH_ADVANCE_FREQUENCY


Cluster = 2
40
30
20
10
0
0.00
0.25
0.50
0.75
1.00
ONEOFF_PURCHASES_FREQUENCY


Cluster = 2
60
40
20
0
0
20
40
CASH_ADVANCE_TRX


Cluster = 2
50
40
30
20
10
0
0.00
0.25
0.50
0.75
1.00
PURCHASES_INSTALLMENTS_FREQUENCY


Cluster = 2
15
10
5
0
0
100
200
300
PURCHASES_TRX