

# **DELHI TECHNOLOGICAL UNIVERSITY**

## **Customer Segmentation using K- means clustering**



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## The Proposal

Companies want to know what kind of products to make and what type of customers to target their product towards, while customers want to get better products for their needs.

By using machine learning, we can segment customers into different categories depend upon their income and expenditure as this will place the customers with similar behaviour in the same segment. This will help the companies decide what type of customers they want their products to be targeted towards and estimate the success of their products. This will also help them make better products for the said segments.

We propose to use the k means algorithm to segment the customers into different clusters. Using K means we can cluster the customers in different segments and the visualization of this clustering helps in determining the size and position of the classes. This technique may also be used in other areas.