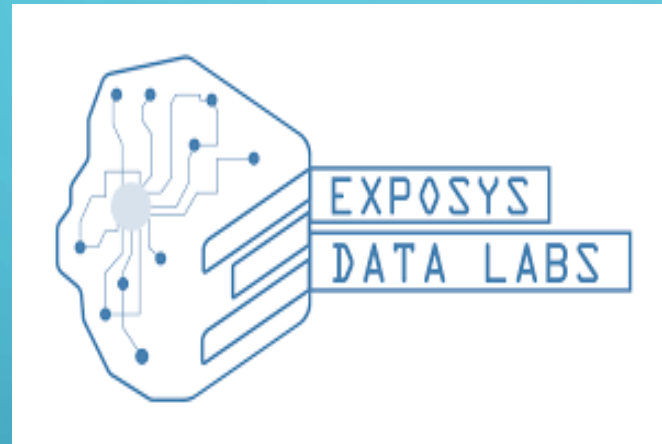


WELCOME TO EXPOSIS DATA LABS



DATA SCIENCE

(CUSTOMER SEGMENTATION)

INTRODUCTION TO MAIN PROJECT

- Customer segmentation is the process of dividing customers into groups based on common characteristics so companies can market to each group effectively and appropriately.
- In this project customer segmentation is done by the help of K Means Clustering Algorithm.
- Here I use 'StandardScaler' to standardize the data
- Here I also use 'Elbow' method to find the optimal number of clusters(k-value)

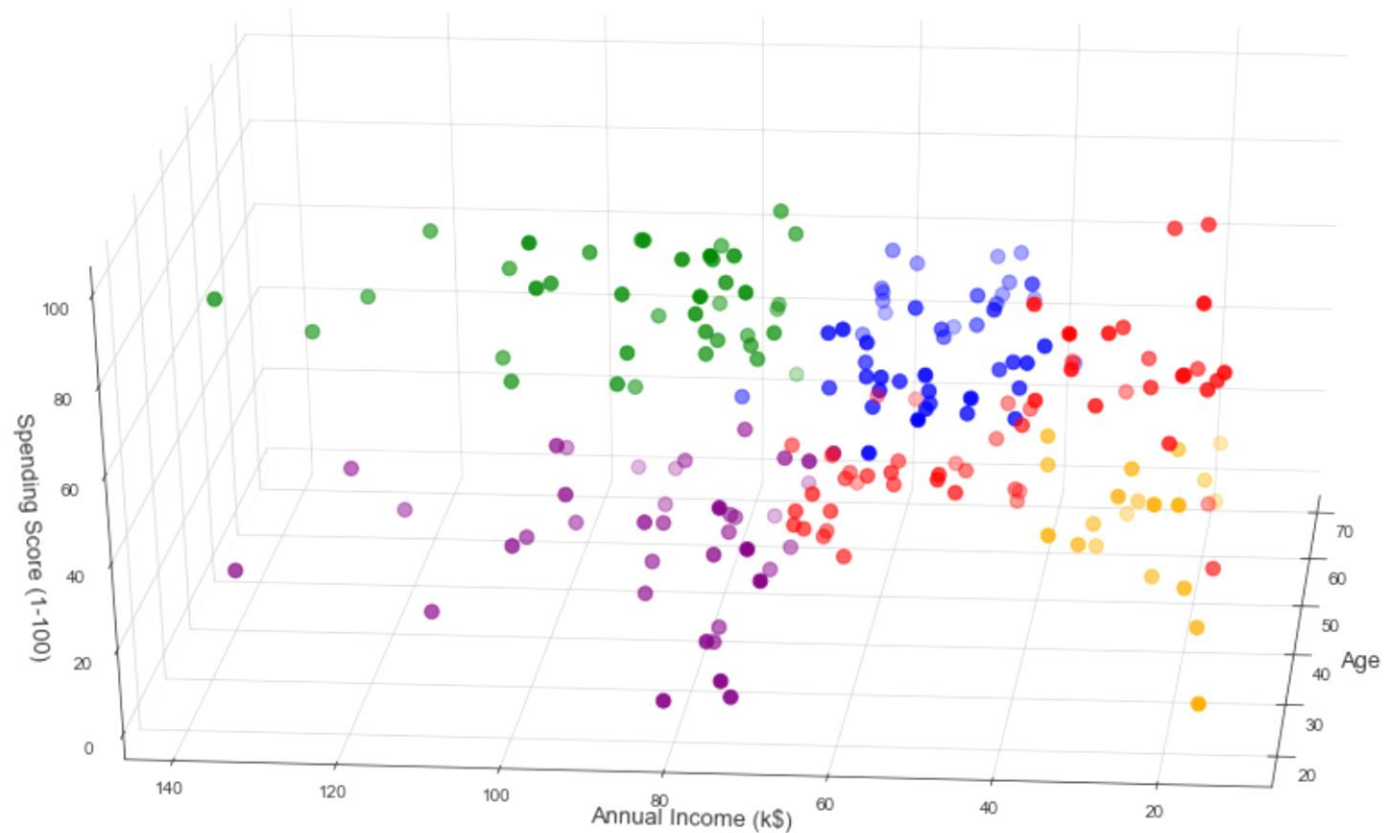
TOOLS AND TECHNOLOGIES USED

- JUPYTER NOTEBOOK:

The Jupyter Notebook is an open-source web application that allows you to create and share documents that contain live code, equations, visualizations and narrative text. Uses include: data cleaning and transformation, numerical simulation, statistical modeling, data visualization, machine learning, and much more.

- `scikit-learn(version-'0.21.2')`
- `seaborn(version-'0.9.0')`
- `numpy(version-'1.16.4')`
- `pandas(version-'0.24.2')`
- `matplotlib(version-'3.1.0')`

3D VISUALIZATION OF CUSTOMER SEGMENTATION



CONCLUSION

- In my project work , I try to develop a Machine Learning model using K-Means Clustering for customer segmentation . By the help of this project many business man grow their business. To develop this project I have faced many problem but I hardly tried to develop this project. My supervisor helps me by giving his valuable opinion, decision and time.

The background is a blue gradient with decorative white circuit-like lines in the corners. These lines consist of straight segments and small circles, resembling a stylized electronic circuit board.

THANK YOU

- FROM:

Abhisek Garai

Email-abhi.garai.2090@gmail.com