Project Name Customer Segmentation

1. Problem Statement

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In [2]:   Bank Customer segmentation-
          1. Segregating customers/clients into groups/category based on common characteristics so banks can market to each group
          effectively and appropriately to generate maximum revenue/benifit from providing suitable products/offers.

          2. To retain the customers and minimizing the loss of revenue.
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In [3]:   import pandas as pd
          import numpy as np

          import matplotlib.pyplot as plt
          import seaborn as sns
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In [7]:   cus_df = pd.read_csv("Cust_segm_Final_16_02.csv")
          cus_df.head()
```

Out[7]:

	age	Graduated	marital	Profession	defaulter	loan	CustGender	state	Transaction mount	CustAccountBalance	...	Credit amount	Duration	Purpose	Atm Used PM	Credit Card PM	credit card repayment in days	Credit_Limit	Work_Experience	Spending_Score	F
0	56	No	married	Healthcare	no	no	F	Washington	44	17819.05	...	1169	6	Home Appliances	0	2	14	3760	2.0	Low	
1	57	Yes	married	Engineer	unknown	no	M	Washington	84	2270.69	...	5951	48	Home Appliances	5	2	93	6931	NaN	Average	
2	37	Yes	married	Engineer	no	no	F	Washington	74	17874.44	...	2096	12	education	0	3	16	19457	6.0	Low	
3	40	Yes	married	Lawyer	no	no	F	Illinois	106	866503.21	...	7882	42	Home loan	3	3	76	24003	11.0	High	
4	56	Yes	married	Entertainment	no	yes	F	Washington	117	6714.43	...	4870	24	car	3	3	56	30667	NaN	High	

5 rows × 25 columns

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In [10]:  plt.figure(figsize=(15,10))
          sns.heatmap(cus_df.corr(),annot=True)

          #Highest Correlation is between Annual Income & Credit Limit
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Out[10]: <AxesSubplot:>


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