**Project Planning – Bank Strategy**

Sprint 01 - Cycle 01

1. **Solution Planning;**

**Imput:**

**Business Challenge**

1. Create customer segmentation based on clear selection criteria.

**Output:**

1. Make customer segmentation accessible to the operations team.

2. Teach the operations team how to use the solution.

3. Transfer knowledge to international bank Data Scientists.

4. Recommend 3 business levers for each customer segment.

5. A data visualization by Tableau.

1. **End-to-End Notebook Strategy;**

1. Improve the project quality on each cycle**.**

Sprint 02 - Cycle 02

1. **Descriptive Analysis;**

1. Collect Data;

2. Clean Data;

1. **Clustering Metrics Definition;**

1. Davies Bouldin Index;

2. Calinnski Harabaz Index;

3. Silhouette Score;

Sprint 03 - Cycle 03

1. **Feature Engineering.**

1.Filter each variable;

1. **Exploratory Data Analysis ;**

1. Assemble 10 hypotheses;

2. Gerate Insights for the business;

Sprint 04 - Cycle 04

1. **Data Preparation;**

1. Profille;

2. Transformation;

1. **Space Study ;**

1. Normalization;

2. Standardization;

3. Reescale;

Sprint 05 - Cycle 05

1. **Algorithms Training;**

Test:

1. Birch Algorithm;

2. Optics Algorithm;

3. Mean Shirt Cluster;

4. KMeans;

5. GMM;

Sprint 06 - Cycle 06

1. **Definition of Customer Segments;**

Sprint 07 - Cycle 06

1. **AWS Architecture;**

Sprint 08 - Cycle 06

1. **Access to Production Data;**