Assignment (Part – I)

Task:

·         Identify potential customer segmentation using RFM model and provide some meaningful insights from each segment.

·         What decision company should take based on the data insights?

·         Prepare a PPT slide for the demonstration of your data modelling work.

·         Demonstrate your understanding of the data.

·         Do EDA (Exploratory Data Analysis) and provide a summary

·         Explain your data modelling approach.

·         What sort of modelling & segmentation is best fit for this data?

·         Please find out the customers who are 'champions', 'Potential customers' and 'need attention'

Duration:

·         4 days to complete the task

·            Please provide a pdf copy of python script along with PPT.