



Project Brief **Clustering - Mall Customers Segmentation**

Mall Customers Segmentation

Customers who come for shopping in a mall can be grouped in a number of ways. Shopping pattern, spending pattern, shopping score, salary etc are some of the factors that can be used to divide the customers into different categories.

The reason for these clusters is to help identify those customers who would be interested in certain products, offers and services. The store may strategize its offerings in such a way that it targets only right customers for specific products. This helps in creating a win-win situation for both the store (in terms of revenue and more customers through customer recommendation) and the customer (discounts, offers, reward points, gifts, etc).

Business Objective

- To create Customer cluster to identify the different types of customers



Data Dictionary: MallCustomer Data

The customer dataset has about 100 records in a CSV format. Click [here](#) to download the datafile for this project.

S. No.	Feature	Data Type	Description
1	Customer Id	Numeric	Customer unique identification number
2	Gender	Character	Gender of the customer
3	Age	Numeric	Age of the customer
4	Annual Income (k\$)	Numeric	Annual income of the customer
5	Spending Score (1-100)	Numeric	Spending scores by customer to purchase products

Technical Goals

- Understand the data very well. Do all transformations / data engineering / etc. wherever applicable
- Perform Exploratory Data Analysis (EDA)
- Carry out all the Data mining tasks
- Identify the salient features that will determine the best results
- Perform the model evaluation to select the appropriate algorithms



Thank you!