Customer Segmentation using K-means clustering(ML+Big data)

* Customer segmentation using k-means clustering is widely used technique in marketing and data analysis to group customers based on similarities in their behavior, preferences and attributes.
* The main goal is to divide customer base into distinct segments, allowing businesses to tailor their marketing strategies and offerings to each segments’s specific needs.

Algorithm for Customer segmentation using K-means clustering:

Step 1: Data collection and data preparation.

Step 2: Choosing the Number of clusters.

Step 3: Initialize centroids.

Step 4: Apply K-means algorithm.

Step 5: Distinguish data between groups based on similarities and differences.

Step 6: Apply segmentations.

Step 7: Monitor and Refine.