

## **Project Charter:**

- **Project Title:** Customer Segmentation for a Retail Store
- **Project Manager:** Anjali Kumari
- **Start Date:** 15 July 2024
- **End Date:** 17 July 2024
- **Objectives:** To segment customers into distinct groups based on their purchasing behaviour.
- **Scope:** Data cleaning, EDA, customer segmentation using K-Means, Min-Max scaling, visualization using Matplotlib and Power BI.
- **Deliverables:** Insights, conclusions, and recommendations.