**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.