**Bigbazar usecase:**

**bigbazzar-customer-transiction-data-analysis**

Bigbazar is the fastest growing consumer brands in India.

Around 400 million customers walk into their stores each year and choose products and services supplied by over 30,000 small, medium and large entrepreneurs and manufacturers from across India.

In retail, Big Bazaar is the most popular brand.

Big Bazaar has retail outlets across major metropolitan cities in India.

The company wants to use machine learning to better understand customer behaviour and understand their buying needs better.

In this problem, you've to predict clusters of customers by store location.

Knowing the set of customers that behave evenly will help them target their product promotions accordingly. The dataset consists of Big Bazar consumers.

Question 2 contains the complete data set. For this problem, you'll be working on a sample of that data set. BigBazaar runs various loyalty programs, festive offers which provide their customer more opportunities to avail discounts. Customers can use these offers or loyalty program to either avail discount or make payment.

EDA

Frequency of order by week day

Frequency of order by day in a month

Frequency of order by month

Frequency of order by year

Heatmap of Month Vs Day

Top 20 most popular products

Transactions by State(Top 10)

Product analysis by TFIDF

Clustering of customers

K-Means