## ****CUSTOMER SEGMENTATION USING DATA SCIENCE****

## ****Problem Solving and Design Phase****

**PROBLEM**

Customer segmentation using data science is the process of dividing customers into groups based on their shared characteristics using data science techniques. It is a valuable tool for businesses to better understand their customers and target them with more relevant products and services.

Challenges:

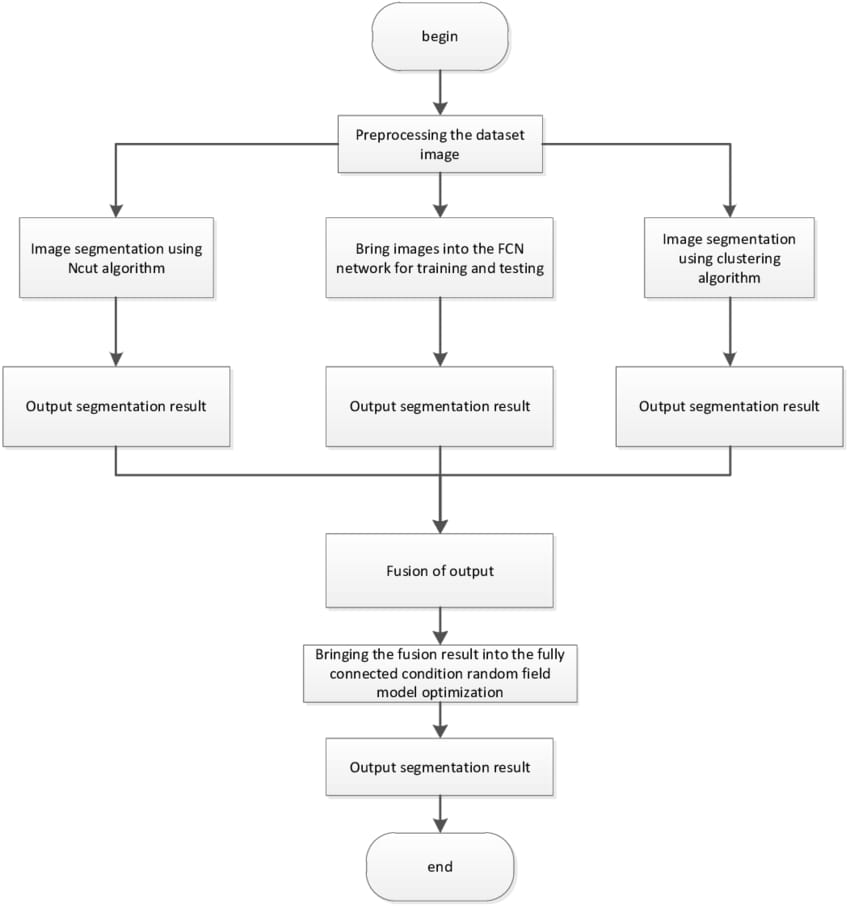
* Data quality
* Data bias
* Model complexity

Benefits:

* Improved customer understanding
* More relevant marketing campaigns
* Increased sales and revenue

Overall, customer segmentation using data science is a powerful tool, but it is important to be aware of the challenges involved and take steps to address them.

Short version: Customer segmentation using data science helps businesses better understand and target their customers. Challenges include data quality, bias, and model complexity.

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