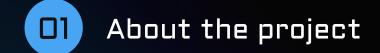


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04 Result







ABOUT THE PROJECT

Creating customer segments or clusters is a crucial step in marketing. This process allows for more targeted and personalized marketing efforts, leading to higher customer satisfaction and potentially increased sales.



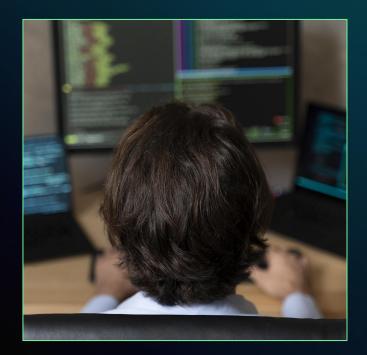






Project Goal

Identify clusters of customers based on specific criteria. In this project, the criteria is quantity and total purchase of the customer



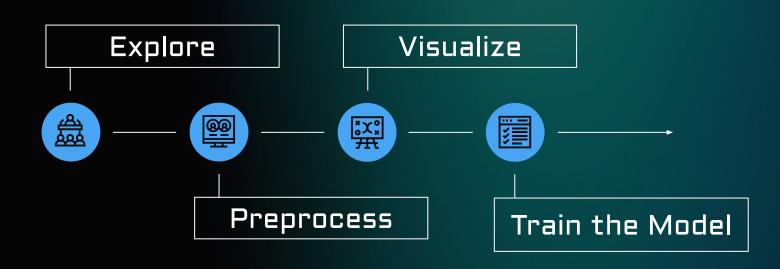






Step by Step









Result





