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| **Project Title :** Customer Segmentation |
| **Project Start Date :** December 5, 2021 **Project Finish Date:** December 18, 2021 |
| **Project Lead :** Bharadhwaj Reddy, 19BCD7047, bharadhwaj.19bcd7047@vitap.ac.in |
| **Project Objectives :** The project is to group customers together based on common characteristics. These customer groups are beneficial in marketing campaigns, in identifying potentially profitable customers, and in [developing customer loyalty](https://startup.unitelvoice.com/customer-loyalty-strategies) |
| **Approach :**   * Organize meetings and share the working updates. * A final meeting for any doubt clearance. * Cross-check relevant documents required for submission. * Submit before the deadline. |
| **Roles and Responsibilities** |
| **Name ID Role Responsibility** |
| L. Bharadhwaj 19BCD7047 Team Lead Organize meeting (Min 3 in MS Team  Reddy recording link need to submit.  Need to do all presentations  Scope document need to prepare  case study need to prepare  R. Naga Sai 19BCD7052 Documemtation Need to submit MoM  Ram Need to prepare final PPT  Need to prepare project report  B.N.V.R.S 19BCD7033 Data Scientist Need to prepare Dataset  Rohith  Data preprocessing  Data cleaning  D.V.L Sai Sruthi 19BCD7040 Data Analyst Need to analyse the data set and   predict the solution |