

Customer Segmentation Project

Name: Customer Segmentation Project

Report date: 05-Sep-2021

Internship Batch: LISUM02

Specialization: Data Science

Group Name: Data Explorers

GitHub link: <https://github.com/joeanton719/Customer-Segmentation-Project>

Team member's details:

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Business Understanding & Problem Description

Bank XYZ wants to offer Christmas offers to its customers. However, the bank does not want to offer the same offer to all its customers. Instead, they want to deploy the personalized offer to a particular group of customers. It will be not efficient to manually start understanding the category of the customer and they'll not be able to uncover the hidden pattern in data. ABC analytics assigned this task to their analytics team and instructed their team to come up with the approach and feature which group similar behavior customer in one category and others in different category. There shouldn't be more than 5 group as this will be inefficient.

Project Lifecycle

29th Aug- 5th Sep

Describe the business problem, understand data touch points in the context of business problem. Create project life cycle.

5th Sep-12th Sep

Understand the attributes of the data. Determine methods to overcome possible problems.

12th Sep-19th Sep

Clean and transform raw data prior to processing and analysis.

19th Sep-26th Sep

Perform exploratory data analysis on the data. Set recommendations based on the results obtained.

26th Sep- 3rd Oct

Create a presentation which describes and visualizes EDA.

3rd Oct- 10th Oct

Choose a base model and explore 1 model of each family.

11th Sep- 15th Oct

Discuss the solutions and choose one solution which is the best. Create a PowerPoint presentation and submit the final project report and code.

Deadline: 15th Oct 2021

Data Intake Report

Version: 1.0

Data intake by: Joseph Antony, Melisa Gozet, Dilem Unal, Aynur Cemre Aka

Group Name: Data Explorers

Data intake reviewer:

Data storage location:

https://drive.google.com/file/d/12r59IXJ1GECKHTgY8erhWgM5H3x_pJxz/view?usp=sharing

Tabular data details:

| | |
|-------------------------------------|-----------|
| Total number of observations | 1000000 |
| Total number of files | 1 |
| Total number of features | 48 |
| Base format of the file | .csv |
| Size of the data | 366.2+ MB |