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:

- **Joseph Antony**

  - Email: joeanton719@gmail.com
  - Country: Turkey
  - Company: UrbanStat

- **Melisa Gozet**

  - Email: mgozet@gmail.com
  - Country: Turkey
  - College: Ankara University

- **Dilem Unal**

  - Email: diilemunal@gmail.com
  - Country: Turkey
  - College/Company: Istanbul Aydın University

- **Aynur Cemre Aka**

  - Email: cemreaka@gmail.com
  - Country: Turkey
  - College: Yaşar University

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 talk 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 Oct- 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