1. Project Charter:

Project Title: Customer Segmentation for a Retail Store

Project Manager: Mandadapu ChandraVadhan

Start Date: 13/08/2024

End Date: 17/07/2024

Objectives: To segment customers into distinct groups based on their purchasing behavior.

Scope: Data cleaning, EDA, customer segmentation using K-Means, visualization using Matplotlib and Power BI.

Deliverables: Insights, conclusions, and recommendations.