**SHOPPING CUSTOMER SEGMENTATION**

A customer segmentation of mall customers using unsupervised machine learning (Clustering)

**PROBLEM STATEMENT**

Understand the target customers for the marketing team to plan a strategy

**CONTEXT**

Your boss wants you to identify the most important shopping groups based on income, age, and the mall shopping score.

He wants the ideal number of groups with a label for each.

**OBJECTIVE MARKET SEGMENTATION**

Divide your mall target market into approachable groups. Create subsets of a market based on demographics behavioral criteria to better understand the target for marketing activities.

**THE APPROACH**

1. Perform some quick EDA
2. Use KMEANS and clustering Algorithm to create our segments
3. Use Summary Statistics on the clusters
4. Visualize

**REQUIREMENTS**

Standard Python Installation (Anaconda)

Jupyter Notebook

PowerPoint

**ANALYSIS**

**Target Cluster**

Target group would be cluster 1 which has high Spending Score and high income

60% of cluster 1 shoppers are women. We should look for ways to attract these customers using a market campaign targeting popular items in this cluster

Cluster 2 presents an interesting opportunity to market to the customers for sales event on popular items.