Introduction (Your turn)

- ○ **Greeting:**
  "Good [morning/afternoon], everyone! My name is Debjit, and I'm the lead for our team The Cluster Bluster. Today, along with my teammates, I'm excited to present our project on customer segmentation for Instacart, where we apply clustering techniques to group customers based on their purchasing behavior."

- ○ **Why This Matters:**
  "The purpose of this project is to help Instacart design effective marketing strategies – like personalized offers, loyalty programs, and targeted reactivation campaigns – by understanding distinct customer segments. This can significantly improve business performance by boosting customer retention and AOV (Average Order Value)."

- ○ **Agenda Overview:**
  *"We will walk you through the following:
  Phase 2: Data Preprocessing & Feature Engineering
  Phase 3: Clustering Models & Evaluation
  Phase 4: RFM-style Analysis & Actionable Insights"*

- ○ **Team Introduction:**
  "I'm joined by Anisha, Akash, and Kritanhik, who played crucial roles in the project, and we're all excited to share our findings with you."

Conclusion & Final Recommendations (Your turn)

5. **Debjit's Turn:**

   ○ **Key Takeaways:**
   *"In conclusion, we successfully built an end-to-end pipeline for customer segmentation using clustering. Our findings include:

      ■ **HDBSCAN** is the most effective clustering method for this dataset.

      ■ We've derived actionable business insights that can be implemented into targeted marketing campaigns for loyalty, reactivation, and cross-selling."*

   ○ **Business Implications & Final Recommendations:**
   *"To recap, the business actions for each segment are as follows:

      ■ For **Loyal High-Value Buyers**, offer loyalty rewards and exclusive bundles.

      ■ For **At-Risk Customers**, send retention messages or reactivation offers.

      ■ For **Bulk Buyers**, promote bulk-purchase deals.

      ■ For **Moderate Buyers**, personalize product recommendations based on behavior."*

   ○ **Next Steps:**
   "With these insights, businesses can implement more effective, data-driven marketing strategies. Our project sets the foundation for future, more granular segmentation based on deeper behavioral data."

   ○ **Thank You:**
   "Thank you for your attention. I'm now happy to answer any questions you might have."