**Clustering Customer Purchase Behavior in a Supermarket.**

In a supermarket, understanding customer purchase patterns is crucial for optimizing product placement, inventory management, and marketing strategies. The dataset provided contains information about customer orders, such as the timing of orders, products purchased, and whether those products were reordered.

This is an unsupervised machine learning problem aimed at clustering customers based on their purchase behaviors. The objective is to identify groups of customers with similar purchasing habits, such as frequent reorders, preferred shopping times, or product categories. These insights can be used to improve customer experience, targeted promotions, and inventory planning.

For this problem statement you can use complete data and cluster it to find top themes.

Provide your solution which consists of:

* Data Cleaning & preprocessing
* Features selected.
* Clustering and number of clusters identified /suggested by you as Data Scientist
* Evaluation of model
* Insights for Business

Use the “Supermarket\_data”’ table from the Database.db  file for the project.

Please feel free to reach out to your mentor in case of any doubts.