

Customer Segmentation Analysis:

Clustering Customers for Targeted Marketing

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Description

Using customer data to identify and group together customers with similar characteristics. By doing so, we can make better decisions on targeted marketing and increase sales. To do this, we will explore using K-Means (centroid-based) Clustering to identify and classify our different customer groups.

Business Problem & Background/History

As the owner of a retail store, I have customer data, but I don't know why some customers purchase items and others do not. To determine which customers should be targeted with marketing efforts, I want to be able to identify and group customers with similar characteristics to determine which customer group is the most likely to purchase

Features

K-Means Clustering and Exploratory Data Analysis

References

Choudhary, V. (2018). Mall Customer Segmentation Data. Kaggle.
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