

Customer Segmentation Prediction

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[Project link] https://github.com/ebtisam12/Customer_Segmentation

Background

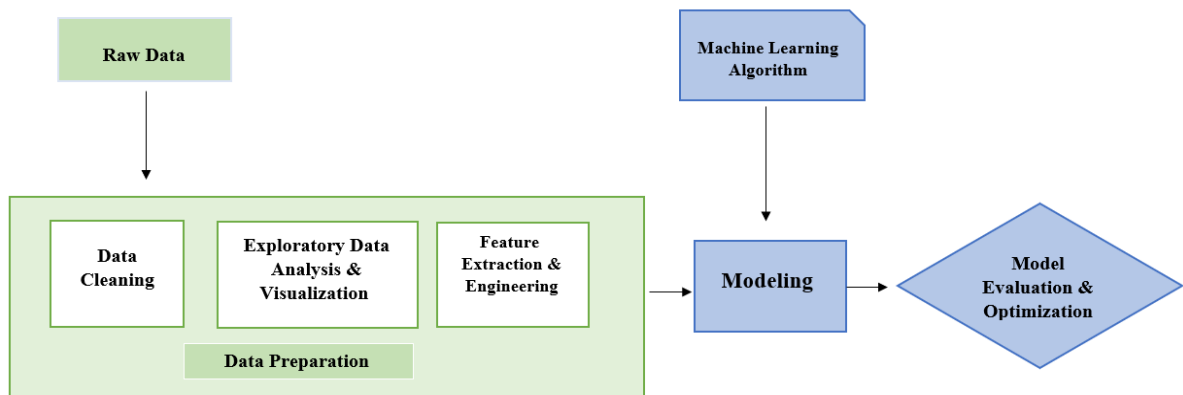
Customer segmentation is the process of dividing customers into groups based on common characteristics so that companies can effectively and appropriately market each group.

Goal:

I aim for this project to help a company improve the marketing campaign targeted to customers by building a model to divide customers into four segments (A, B, C, D) based on customer behavior data.

Forecast models such as **LR, Knn, Decision Tree, Random Forest** were used to analyze customer behavior data for an automobile company to predict the right group of new customers, for better marketing.

Data Processing:

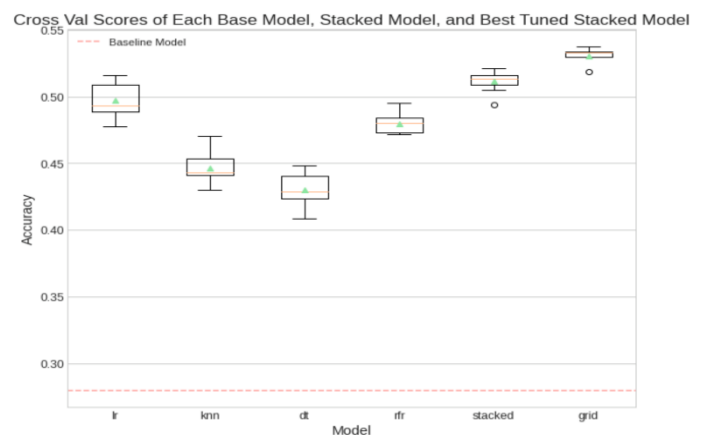


Results:

Best model accuracy: 53%

Baseline accuracy: 27%

- I performed hyperparameters tuning using GridSearch and used the best parameters that returned in my final model to improve it.



Tools Used:

