

## **Customer Segmentation - Data Dictionary**

|                             |   |
|-----------------------------|---|
| <b>ID</b>                   | <b>Unique ID</b>  |
| <b>Gender</b>               | <b>Gender of the customer</b>   |
| <b>Ever_Married</b>         | <b>Marital status of the customer</b>                                     |
| <b>Age</b>                  | <b>Age of the customer</b>  |
| <b>Graduated</b>            | <b>Is the customer a graduate?</b>  |
| <b>Profession</b>           | <b>The profession of the customer</b>                                     |
| <b>Work_Experience</b>      | <b>Work Experience in years</b>   |
| <b>Spending_Score</b>       | <b>Spending score of the customer</b>                                     |
| <b>Family_Size</b>          | <b>Number of family members for the customer (including the customer)</b> |
| <b>Var_1( Category )</b>    | <b>Anonymized Category for the customer</b>                               |
| <b>Segmentation(target)</b> | <b>Customer Segment of the customer</b>                                   |