Week 8: Deliverables

Project: Customer Segmentation
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1) Problem Description

XYZ bank wants to roll out Christmas offers to their customers. But Bank does not want to roll out same offer to all customers instead they want to roll out personalized offer to particular set of customers. If they manually start understanding the category of customer then this will be not efficient and also they will not be able to uncover the hidden pattern in the data (pattern which group certain kind of customer in one category). Bank approached ABC analytics company to solve their problem. Bank also shared information with ABC analytics that they don't want more than 5 group as this will be inefficient for their campaign.

2) Business Understanding

ABC analytics proposed customer segmentation approach to Bank. ABC analytics assigned this talk to their analytics team and instructed their team to come up with the approach and feature which group similar behavior customer in one category and others in different category.

3) Project Lifecycle

Weeks	Date	Plan
Week 7	18 June 2023	Business Understanding
Week 8	26 June 2023	Data Understanding
Week 9	2 July 2023	EDA
Week 10	9 July 2023	Feature Engineering, Model Building
Week 11	16 July 2023	Model Evaluation
Week 12	23 July 2023	Presentation
Week 13	30 July 2023	Document the challenges