Problem Statement

An automobile company has plans to enter new markets with their existing products (P1, P2, P3, P4 and P5). After intensive market research, they’ve deduced that the behavior of new market is similar to their existing market.

In their existing market, the sales team has classified all customers into 4 segments (A, B, C, D ). Then, they performed segmented outreach and communication for different segment of customers. This strategy has work exceptionally well for them. They plan to use the same strategy on new markets and have identified 2627 new potential customers.

You are required to help the manager to predict the right group of the new customers.

Data Description

|  |  |
| --- | --- |
| **Variable** | **Definition** |
| ID | Unique ID |
| Gender | Gender of the customer |
| Ever\_Married | Marital status of the customer |
| Age | Age of the customer |
| Graduated | Is the customer a graduate? |
| Profession | Profession of the customer |
| Work\_Experience | Work Experience in years |
| Spending\_Score | Spending score of the customer |
| Family\_Size | Number of family members for the customer (including the customer) |
| Var\_1 | Anonymised Category for the customer |
| Segmentation | (target) Customer Segment of the customer |

**sample\_submission.csv**

**ID:** Unique ID

**Segmentation:**Predicted segment for customers in the test set

## Evaluation Metric

The evaluation metric for this hackathon is Accuracy Score.

## ****Public and Private split****

The public leaderboard is based on 40% of test data, while final rank would be decided on remaining 60% of test data (which is private leaderboard)

## ****Guidelines for Final Submission****

Please ensure that your final submission includes the following:

1. Solution file containing the predicted segment of the customer (A, B, C & D)
2. Code file for reproducing the submission, note that it is mandatory to submit your code for a valid final submission

Link - <https://datahack.analyticsvidhya.com/contest/janatahack-customer-segmentation/#ProblemStatement>