CUSTOMER SEGMENTATION

TASK 3

AGENDA

- Customer Segmentation Overview
- Clustering Insights
- Data Visulaization
- Clustering Methodology

CUSTOMER SEGMENTATION OVERVIEW

Goal:Group customer based on
purchasing behaviour and
profile data
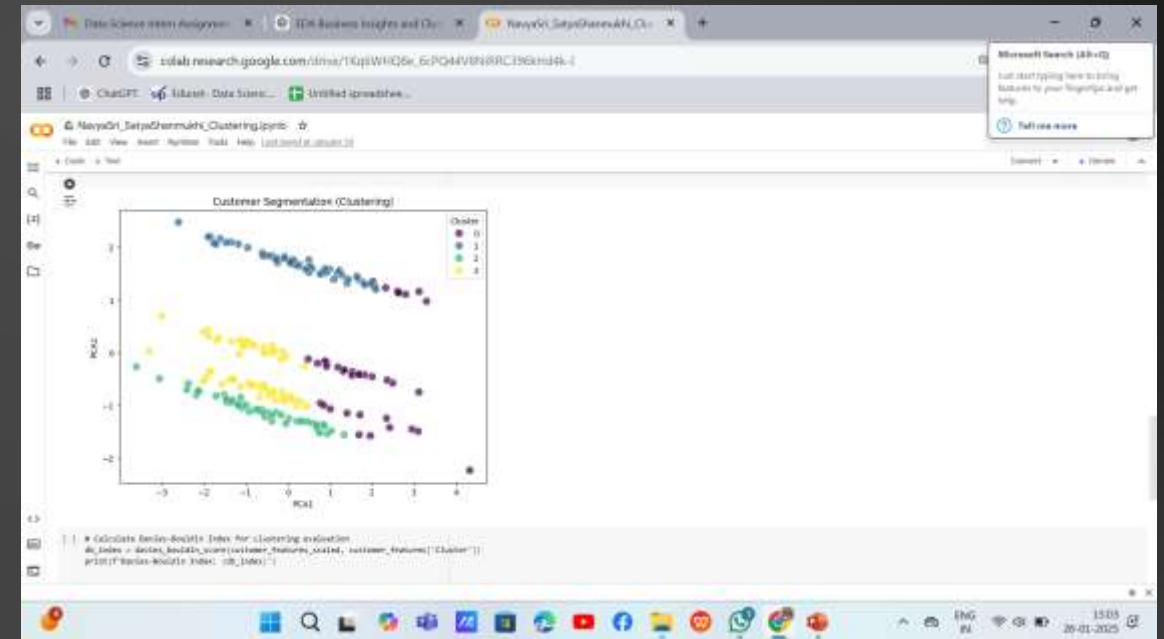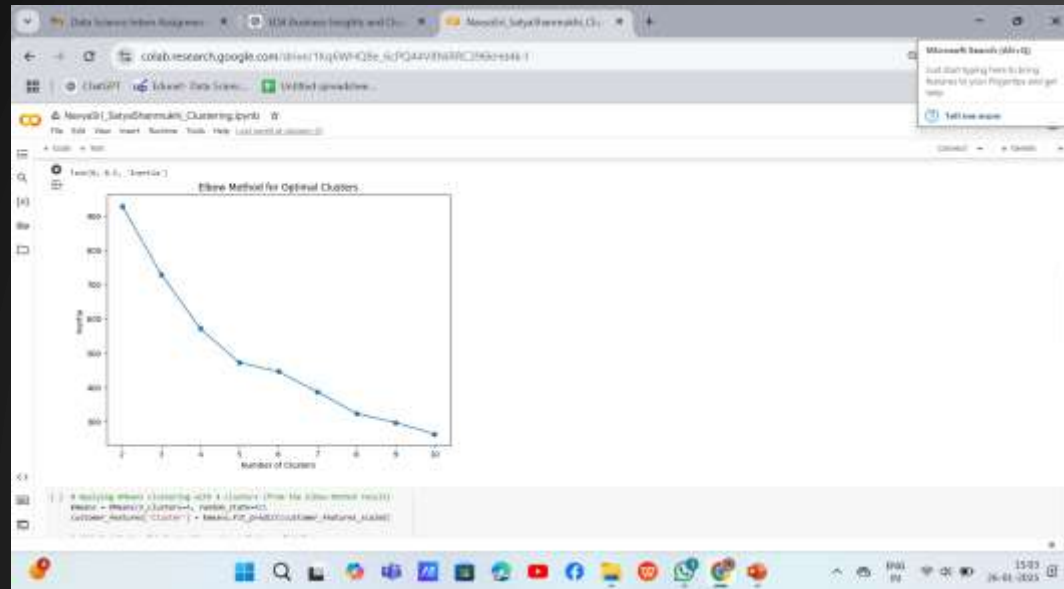Techniques :K-Means ,DBSCAN ,
Hierarchical Clustering
Features Used:

- Purchase frequency
- Average transaction value
- Signup duration
- Product preferences

CLUSTERING METHODOLOGY

- Data Preprocessing
- Model selection
- Number of clusters

DATA

Visualization

THANK YOU

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