Dataset 9 Description

(Group 2 BSCS 4-2)

Dataset Name

Customer Segmentation: Clustering Dataset Documentation

Dataset Source

Kaggle (`https://www.kaggle.com/code/karnikakapoor/customer-segmentation-clustering/notebook?fbclid=IwY2xjawJaHX1leHRuA2FlbQIxMAABHWLVEYIy_hhX55RAM35mbrA_l1acm8oKcZwLsbfagFdKiLsw9yhSZ1eEAQ_aem_UotqXrU26yGhqPi5s3dOOw`)

Description of the Dataset

This dataset contains 2,240 datapoints and 29 attributes related to customer demographics, spending habits, and purchasing behaviors. It is primarily used for unsupervised clustering to segment customers based on their characteristics.

Column Descriptions

Customer's Information:

- ID – Unique identifier for each customer.

- Year_Birth – Year of birth of the customer.

- Education – Highest level of education attained.

- Marital_Status – Marital status of the customer.

- Income – Annual income of the customer.

- Kidhome – Number of children in the household.

- Teenhome – Number of teenagers in the household.

- Dt_Customer – Date when the customer joined the company.

- Recency – Number of days since the customer's last purchase.

- Complain – Indicates whether the customer has filed a complaint (1 = Yes, 0 = No).

Product Purchases (Last 2 Years):

- MntWines – Amount spent on wine.

- MntFruits – Amount spent on fruits.

- MntMeatProducts – Amount spent on meat products.

- MntFishProducts – Amount spent on fish products.

- MntSweetProducts – Amount spent on sweet products.

- MntGoldProds – Amount spent on gold products.

  Promotions (Customer Response to Campaigns):

- NumDealsPurchases – Number of purchases made with a discount.

- AcceptedCmp1 – Whether the customer accepted offer from campaign 1.

- AcceptedCmp2 – Whether the customer accepted offer from campaign 2.

- AcceptedCmp3 – Whether the customer accepted offer from campaign 3.

- AcceptedCmp4 – Whether the customer accepted offer from campaign 4.

- AcceptedCmp5 – Whether the customer accepted offer from campaign 5.

- Response – Whether the customer accepted the last campaign's offer.

  Purchase Channels (Place of Purchase):

- NumWebPurchases – Number of purchases made through the company's website.

- NumCatalogPurchases – Number of purchases made through catalogs.

- NumStorePurchases – Number of purchases made in physical stores.

- NumWebVisitsMonth – Number of times the customer visited the website in the last month.

Possible Research Topics

- **Customer Segmentation** – Grouping customers based on spending behavior and demographics.

- **Marketing Campaign Effectiveness** – Analyzing which customers respond to promotions.

- **Predictive Analysis** – Identifying high-value customers likely to purchase more.

- **Recommender Systems** – Personalizing product recommendations based on purchase history.