

Customer Segmentation

Project Overview

- The company wants to enable and establish a viable business model to expand its customer base.
- One of the smart ways to expand the customer base is to introduce new offerings of packages based on customer personalities.
- The company wants to segregate the customers so that they can release the relevant offers for the respective customers.

Prerequisite - Tech Stack

- Notebook
 - Python
 - Anaconda/Miniconda
- Machine Learning Algorithms
- Deployment
 - Docker
 - MongoDB

Prerequisite - Infrastructure

- AWS S3
- Azure
- GitHub Actions

Thank you