**GROUP ASSIGNMENT**

**BACKGROUND**

You would need to work on the **‘purchase’** dataset of a retail store (we have used this dataset extensively in MKTA class) to come out with other interesting segments (using RFM) and recommend marketing actions

**TASK TO BE PERFORMED**

There will be two primary tasks:

1. Based on **R, F, M** variables, build a **4-segment solution** (using K-Means), whichever is more meaningful and actionable to you. Define each of these segments and select the **one most important segments** for this business to act upon. Why do you think this segment is important? **What Marketing actions do you propose** to take, to target and derive more business from this segment?
2. Using **R, F, M** try building segments which are more from the **managerial implementation angle** and common-sense-led actionable. For example, (i) by **giving scores** based on R, F, M and creating a score for each customer and then segmenting them OR (ii) by **creating two groups High / Low for each of the variables** R, F and M and then looking at the all possible 2\*2\*2 = 8 segments.

Select the **two most important segments** for this business to act upon. Why do you think these two segments are important? **What Marketing actions do you propose** to take, to target and derive more business from these two segments?

**THE DELIVERABLE**

A PPT of **max 12 slides** (of contents) to be presented by the group.

The assignment will be graded for the **group (20%)** and for each **individual (10%)**, so every member of the group should present.