CUSTOMER SEGMENTATION MODEL USING MACHINE LEARNING

Abstract

Customer segmentation is a technique for targeting customers in order to increase a company's revenue. It is all about collecting the information about the customers and grouping them based on their similarity. To achieve this, we had developed web application using HTML to make use of k- means algorithm and RFM(Recency, Frequency, Monetary) Analysis and then it can be visualized to target the customers. This method is used in business related fields applications. This paper deals with real-time data like customers database and consists of different variables related to its application. Once an algorithm done its task with data, it will complete the task automatically. To complete the task, we had used Python with Machine learning approach.

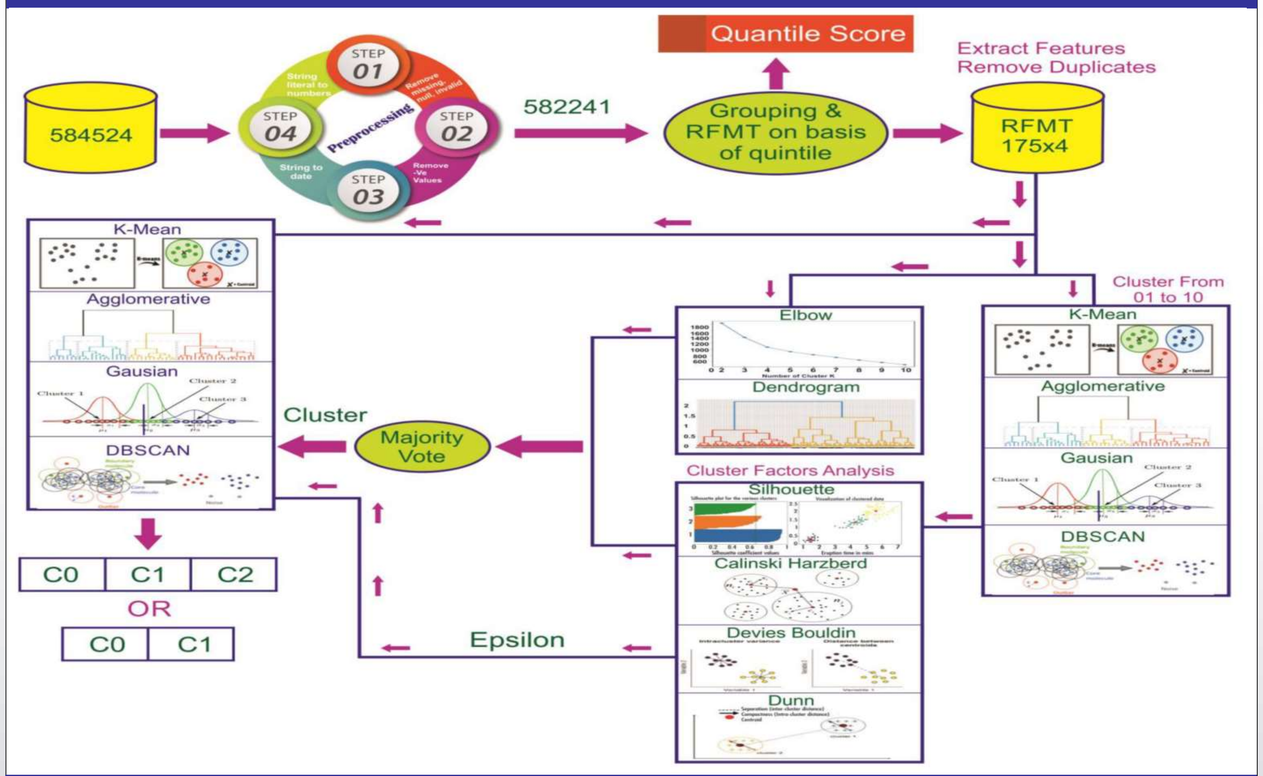
Innovation & Impact

IMPACT AND INNOVATION:

1. **Improved sales targeting.**

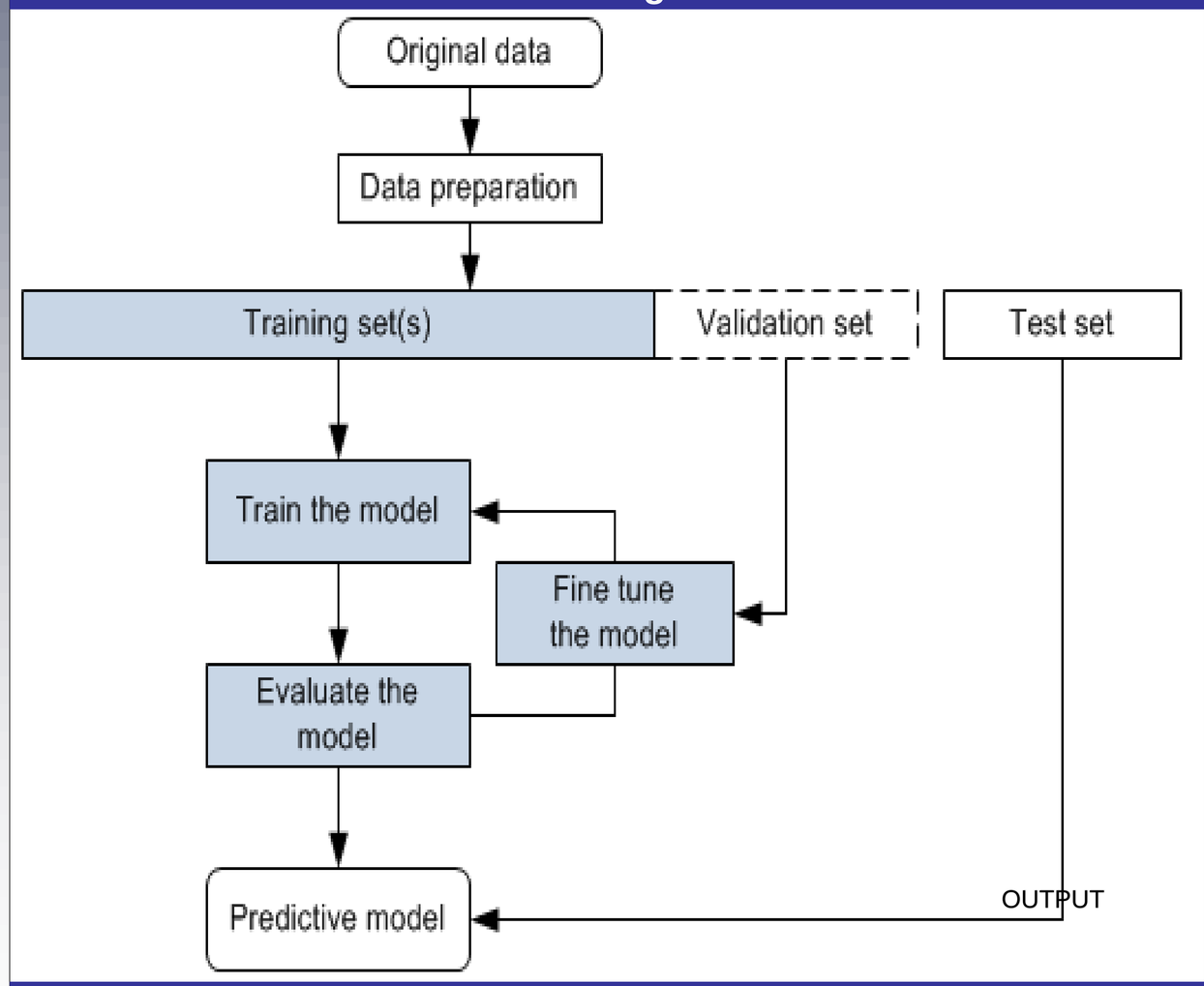
2. Identify the most relevant features that can help distinguish between different customer segments.

Functional Workflow

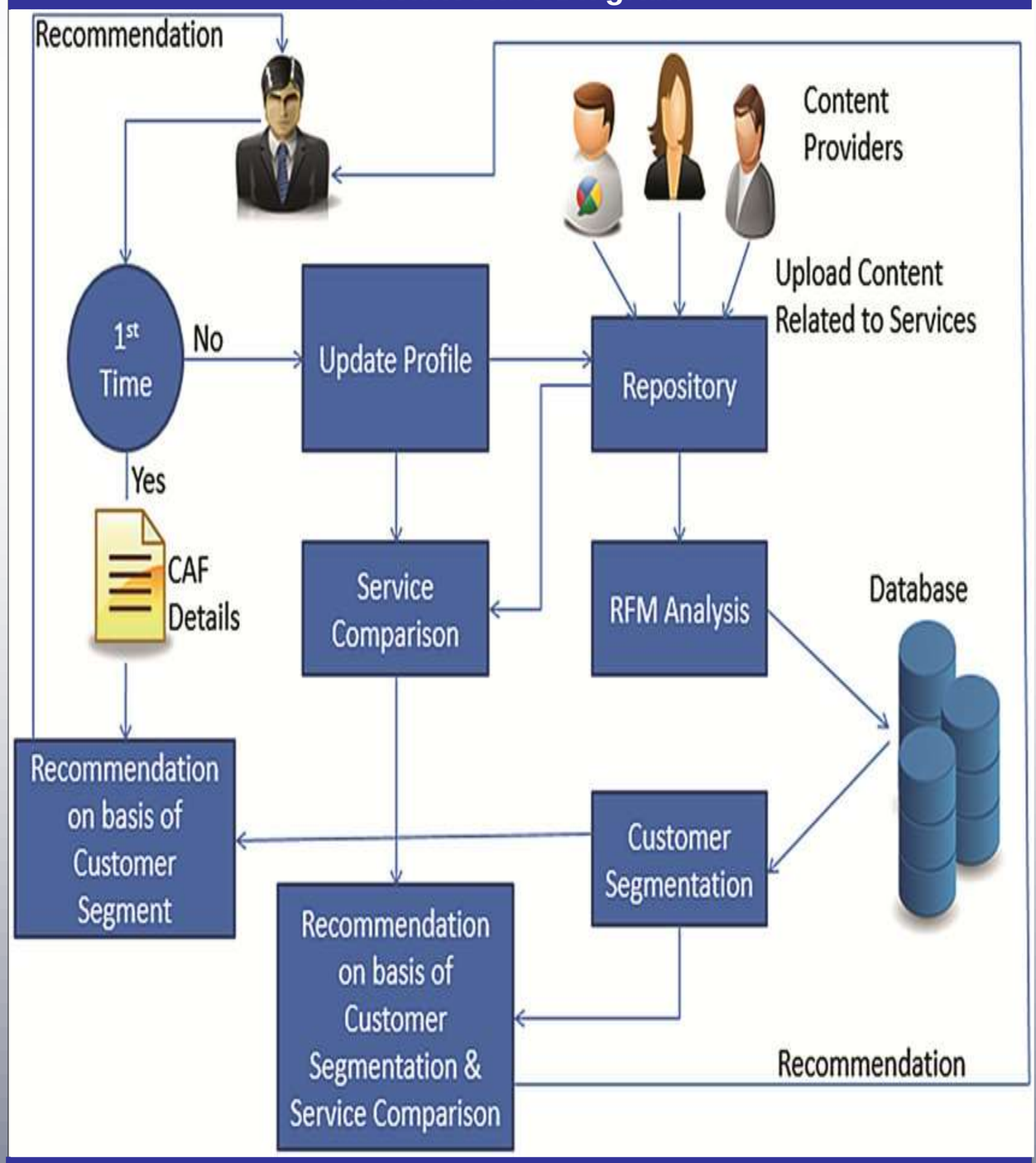


Interaction Model

Data Processing Workflow



Architecture Diagram



Language(s) | Technology Stack

LANGUAGES:

- **PYTHON**

TECHNOLOGY STACK:

Pandas, Numpy, Matploitlib, Seaborn and Flask

Integrated Development Environment:

VS Code

Project Code: - CSE_P15