Customer Segmentation Model Using Machine Learning

Problem Statement

To identity risk customers and providing targeted retention strategies.

Team Members:
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Scope

Product development:

By understanding the unique needs and preferences of each customer segment, business can develop and trailor therir product and services to meet their specific requirement of each segment, resulting in improved customer satisfaction and retention.
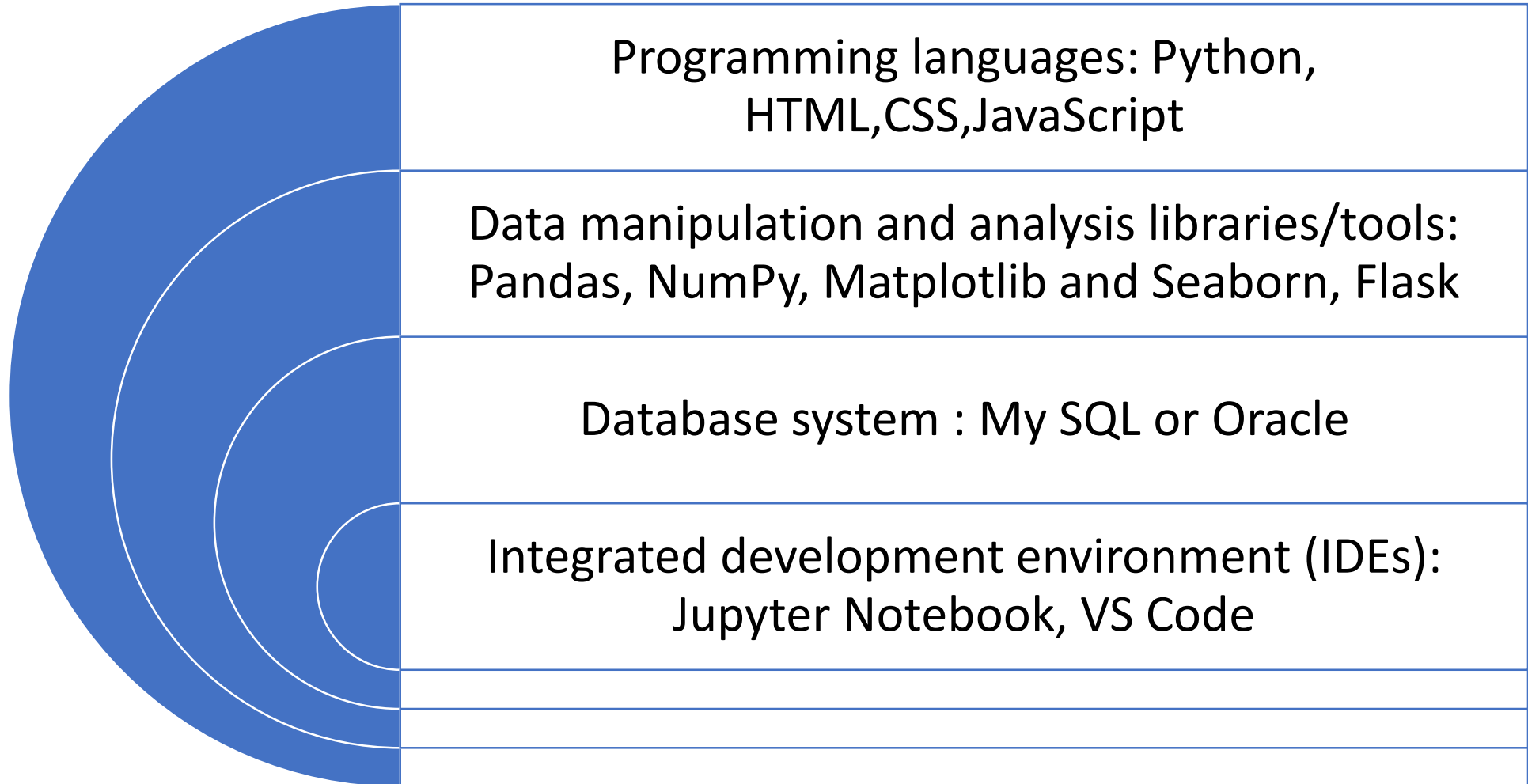
Sales forecasting:

By identifying price sensitive customer segments, business can develop pricing strategies that are more likely to appeal to each segment, resulting is increased sales

Pricing strategies: By identifying price sensitive customer segmentation , business can develop pricing strategies that are more likely to appeal to each segment, result in increased .

Tech Stack

Programming languages: Python, HTML,CSS,JavaScript

Data manipulation and analysis libraries/tools: Pandas, NumPy, Matplotlib and Seaborn, Flask

Database system : My SQL or Oracle

Integrated development environment (IDEs): Jupyter Notebook, VS Code

Customer Segmentation Model

Project Features/Highlights:

- Demographic Segmentation
- Firmographic Segmentation
- Geographic Segmentation
- Value Segmentation
- Technographic Segmentation
- Behavioural Segmentation
- Psychographic Segmentation.

References:-
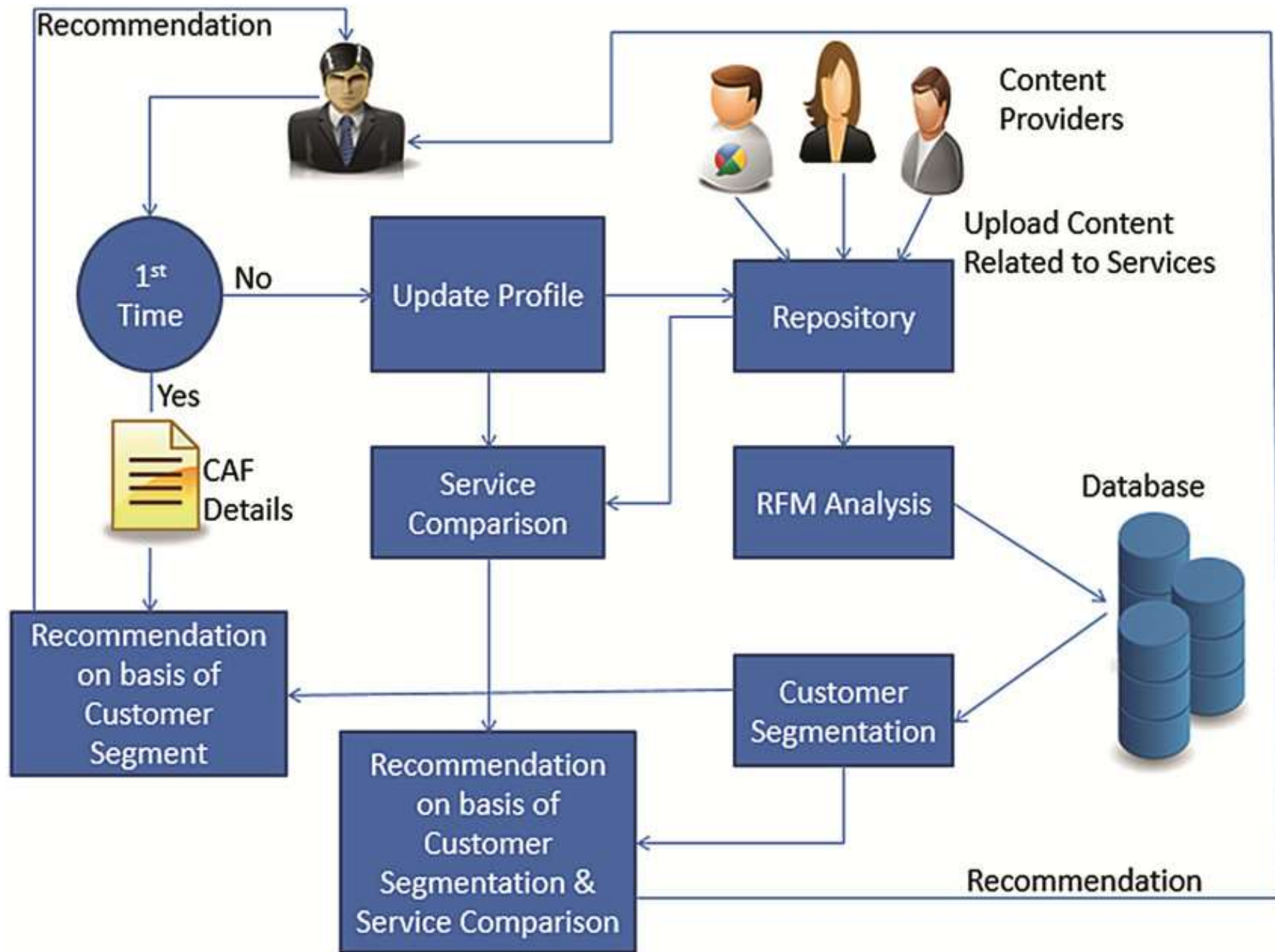
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