| Add the skills that you want to learn by the end of the menternship | |
|--|---|
| Data Cleaning and preprocessing. | 2 Applying K-Means clustering for customer segmentation. |
| 3 Creating business-friendly visualizations with Matplotlib/Seaborn. | 4 Evaluating clustering performance using Elbow Method and Silhouette Score. |
| Add the key learnings you want | |
| 1 How to extract useful insights from customer purchasing data. | |
| 2 Understanding clustering and its applications in real-world businesses. | |
| 3 How customer segmentation supports marketing strategies and decision-making. | |
| | |
| Major Constraints | |
| Major Constraints Add the constraints you face in working on the tasks mentioned in the menternship (for example: data cleaning, creating a content calendar) | |
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The goal is to create a customer segmentation model using K-Means clustering on online retail data. The output will include a clustering model, visualizations of customer segments, and a short report describing the characteristics of each segment for business insights.

Set the Goals

Define the output you want to create in a a couple of sentences

| ldd the Schedule Below | | |
|---|---|---------------------|
| Stage | Add the deadline by when you want to complete the corresponding steps | Tick when completed |
| tart of the Menternship | September 26, 2025 | ~ |
| omplete the Workplan and Submitted | September 27, 2025 | ✓ |
| component 2 | September 28, 2025 | |
| Component 3 | September 29, 2025 | |
| component 4 | September 30, 2025 | |
| Component 5 | October 1, 2025 | · |
| ompleted the Menternship | October 2, 2025 | |
| lecieved the Feedback over email | October 5, 2025 | |
| lubmitted the Final Draft | October 6, 2025 | |
| add the Schedule for Mentor S | essions you want to attend | |
| Stage | Date (Double click on the cell below and add | Tick when completed |
| Sentor Session 1 | September 28, 2025 | |
| tne on One Call (Book one when you have so | | |
| Sentor Session 2 | | <u> </u> |
| fenfor Session 2 | | <u>.</u> |
| fentor Session 3 | | |
| tne on One Call (Book one when you have spe | acific queries) | |
| | | - |