

# Data Science Project

**Group name:** Data Explorers

**Specialization:** Data Science

**Team members Details:**

Name	Email	Country	College\Company
Jalpa Deepak Patel	pjalpa015@gmail.com	Canada	University of Windsor
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Sri Ram			

**Project Title:** Bank Customer Segmentation

**Problem Description:** Create customer segments/categories to send personalized Christmas offers. Develop a feature to group customers in one category and others in different categories.

**Business Understanding:** Send customized offers belonging to relevant customer categories. Customer data has been provided to understand trends of customer categories.

**Project lifecycle:** The tasks needed to implement include –

1. Business understanding
2. Data understanding
3. EDA
4. Feature engineering
5. Model building
6. Model evaluation
7. Presentation and documentation

# Data Intake Report

Name: Bank Customer Segmentation

Report date: 17<sup>th</sup> September 2022

Internship Batch: LISUM12

Version: 1.0

Data intake by: Dhvanilkumar Kiritkumar Prajapati

Data intake reviewer: Jalpa Patel

Data storage location:

<https://drive.google.com/drive/folders/1bfCpJIKmp6IHxiLPWvOS2nU1dc24pViB>

## Tabular data details: cust\_seg

<b>Total number of observations</b>	1000000
<b>Total number of files</b>	1
<b>Total number of features</b>	47
<b>Base format of the file</b>	.CSV
<b>Size of the data</b>	154 MB

## Proposed Approach:

- Column headers are in Spanish; convert them to English names for ease of programming and understanding.
- Perform data cleaning and pre-processing.