Data Science Project

**Week 8 Deliverable**

**Group name: Data Explorers**

**Specialization:** Data Science

**Team members Details:**

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**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.

**Data Understanding:**

* The dataset consists of 47 columns.
* The dataset consists of bank customer information. It consists of account details, customer information (age, address, gender)