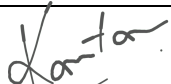


Project Verification Form

Title of the Project	Customer Insights Through RFM Analysis
Commencement Date	21 st Nov, 2023
Completion Date	15 th Dec, 2023
Project Supervisor	Ninad Mirajgoankar
Organization/Institution where the Project was accomplished	GEP Worldwide
Project Description (You can use extra A4 sheets in case you run out of space however the extra sheets should also have the seal & signature of the Project Supervisor or the relevant authority)	
Segment customers on recency, frequency, monetary value, purchase history (RFM) to develop targeted marketing strategies	
<ul style="list-style-type: none"> Used K-means clustering to group 500K+ customers as high-value loyal, low-value loyal, infrequent, and churned segments Employed elbow method and silhouette analysis to validate the optimal number of clusters required for segmentation Visualised data and devised metrics like revenue share, average RFM per segment , customer lifetime value to derive insights	
Identified infrequent (50%) and high-value loyal customers (45%) as major contributors to net revenue and business growth	

By appending your signatures to this form you acknowledge and agree that:

- This form along with the certificate would serve as the official document between the project supervisor and Students Placement Office, IIT Kanpur regarding verification of the student's project work
- The student will provide additional information and documentation relevant to his/her project upon request by the Students' Placement Office
- The student has clearly defined his/her individual role in projects done in cooperation with other students, faculty, groups or company personnel.
- Incorrectly over-stating the reach, impact and/or quantitative/qualitative results of a project is unethical.
- In case of violation of any of the above rules, Students' Placement Office, IIT Kanpur reserves the right to take necessary action including de-registering the student from the placement season and reporting the misconduct to the Institute Authorities.

Submitted by:-	Project Supervisor Details:-
Name: Kaustav Dasgupta	Name: Ninad Mirajgoankar
Roll No: 210501	Designation: Consultant @ GEP
Signature: 	Signature: