Week 7 - Deliverables

Team member's details

Member 1

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Member 2

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College: Teesside University

Group Name   : STEM Group

Specialization : Data Science

Project Name : Customer Segmentation

Business understanding:

The XYZ is a banking sector that wants to provide offers to its customers for this christmas. The bank wishes to provide Christmas offers to its customers. However, the Bank prefers to make personalized offers to certain groups of customers rather than distributing the same offer to all customers.

Problem Description:

1- Customer Segmentation approach-
2- Separate the customers into 5 different groups based on their behaviors and Lifetime values.

Project life cycle along with deadline:

Week	Deadline	Task
week7	18/oct	Dataset understanding and pre-processing
week8	24/oct	Exploratory Data Analysis
week9	1/ nov	Feature Selection and Analyzing the problems and defining the groups
week10	8/nov	Building the PCA , K-Means models and grouping the customer based on their lifetime values
week11	15/nov	Model Evaluation
week12	22/nov	Creating the dashboard
week13	30/nov	Presentation

Data Intake report:

Name: Customer Segmentation, Data Science Project.

Internship Batch: LISUM13: 30

Version:1.0

Data intake by: Rayan Yassminh, kavinilavan muthukumar

Data intake reviewer:- data glacier

Data storage location:/content/drive/MyDrive/Glacier_project/cust_seg.csv

Tabular data details:

cust_seg

Total number of observations	1000000
Total number of files	1
Total number of features	47
Base format of the file	csv
Size of the data	366.2+MB

Proposed Approach:

Handling Nan values.

All the columns are renamed

Github Repo

Link 1
https://github.com/yassmin1/Data-Science-Intern-at-Data-Glacier/tree/group_project/DS_Customer%20_Segmentation

Link 2 :
https://github.com/kavinilavanM/Data-Glacier-internship