Week 10 - Deliverables

Team member's details

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Group Name   : STEM Group

Specialization : Data Science

Project Name : Customer Segmentation

Problem description

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

Exploratory Data Analysis

Below is the link for exploratory data analysis presentation and notebook.

https://github.com/kavinilavanM/CustomerSegmentationdataglacier/blob/main/Exploratory%20Data%20Analysis/Presentation_BankCus.pptx.pdf

Final Recommendation

- Female customers to male customers ratio are higher for active accounts than inactive accounts.Customer with 1 and 2 accounts have the highest income gross.
- Age of customers doesn't have relations to how many accounts they have. However, customers with a median age of 40 have one account.
- The more seniority the customer has, the more bank accounts they have. Customers with at least 3 accounts are active customers.
- 80% of the customers are in these 4 channels, KAT,KFC,KHE, and KFA
- The clusters of the customers are mostly in the same region.

Github Repo link

https://github.com/kavinilavanM/CustomerSegmentationdataglacier