

# Week 11 - Deliverables

## Team member's details

### Member 1

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

Github Repo link

<https://github.com/kavinilavanM/CustomerSegmentationdataglacier>