# Customer Segmentation Project

## Data Analyst: (You)

## Client/Sponsor:

**Bluechip Technologies**

## Purpose:

*A brief description of why this project is happening and the goals.*

*This project aims to facilitate understanding and anticipating the future purchasing behaviors of each identified customer group, so that businesses can tailor their marketing and product development efforts to better meet the needs and preferences of their customers.*

## Scope / Major Project Activities:

*The major parts of this project? a brief description of the high-level steps, activities, or stages of the project.*

| Activity | Description |
| --- | --- |
| data exploration | identifying the missing values and possible factors that could skew the accuracy of the conclusion |
| data preprocessing | rid the data of these factors and ensure the data is useable |
| market segmentation | divide the customers into purchasing groups and identify the major type of customers the company has |
| Deliver final report | provide a detailed breakdown of insights gotten and proposed strategies tailored to solve the problem |

## This project does not include:

*The things that this project isn’t responsible for doing (out of scope).*

* it is not time-based
* it is not a traditional eda
* it is not high dimensional analysis

## Deliverables:

*A specific list of things that my project will deliver.*

| Deliverable | Description/ Details |
| --- | --- |
| python file | A script containing codes written to achieve the solution |
| powerbi file(optional) | a pbix containing visuals and added analysis to better expatiate |
| presentation or text file | word or pptx file which highlight insights and conclusions gotten |

## Schedule Overview / Major Milestones:

*The expected schedule for the project.*

| Milestone | Expected Completion Date | Description/Details |
| --- | --- | --- |
| *all data is cleaned and processed* | *week 1 / week 2* | *thorough cleaning of data set to ensure usability.* |
| *customer group identification* | *week 3* | *customer groups have been properly identified and segmented to tailor strategies to individual groups.* |
| *market recommendation and communication* | *week 4* | *customer purchasing habit predictions and retention strategies have been properly made, tailored to individual segments.* |

## \*Estimated date for completion:

*This is my “if all goes well and I have everything I need, this is when I’ll be done” date.*

*July-5th-2024*