

Clustering Assignment:

You are owning a supermarket mall and through membership cards, you have some basic data about your customers like Customer ID, age, gender, annual income and spending score. You want to understand your customers from various perspectives so that you can help your team plan their strategy.

Customer Id : Id given to each customer

Age: Age of customer

Gender: Gender of customer

Annual Income: Annual Income of customer

Spending score: Score that defines the spending of the customer(1-100). Value close to 100 indicates a better score whereas value close to zero indicate a poor score

Things to try out:

Try plotting different types of graphs such as histogram, box plot, scatter plot to understand relation between different customers. This might help you to better understand the cluster that you will try to form.

Try out different clustering methods that you have learned so far (k means, hierarchical clustering, DBSCAN etc.) and select the appropriate number of clusters.

Understand each cluster carefully and investigate what variables or combination of variables are there that separate a cluster from the rest of the clusters.

After deep examination of each cluster think about the strategies that might help you generate more revenue. You might want to target different clusters with different strategies.

Happy learning :)