



# CUSTOMER SEGMENTATION

Machine Learning Task

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BY MUHAMMAD KHUZAIN

***"It always seems impossible  
until it's done."***

**- NELSON MANDELA**

# DATA SET

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Using Data set ML\_2\_Fellow.zip from link below, and start the answer

<https://github.com/Syukrondzeko/Fellowship>

# 1. What items customers buy the most and are there any items we should ignore?

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The item that customers buy the most: **WORLD WAR 2 GLIDERS ASSTD DESIGNS, JUMBO BAG RED RETROSPOT, WHITE HANGING HEART T-LIGHT HOLDER, ASSORTED COLOUR BIRD ORNAMENT, PACK OF 72 RETROSPOT CAKE CASES**

Items we should ignore: **SET OF 3 PINK FLYING DUCKS, DOLPHIN WINDMILL, CRACKED GLAZE EARRINGS BROWN, LASER CUT MULTI STRAND NECKLACE, SET/3 TALL GLASS CANDLE HOLDER PINK**

## 2. What is our strategy to increase sales based on our export destination countries?

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Strategy to increase sales based on our export destination countries:

1. Focus on countries that has highest total quantity goods
2. Reduce on countries that has least total quantity goods
3. Focus reducing cancelation transaction in every country.
4. Try to give discount in highest total quantity countries
5. Give convenience in exporting goods.

### 3. Do customer segmentation appropriately. Please explain in detail and completely

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Link Github

<https://github.com/kzen31/machinelearning>

## 4. Get the hidden insight from the data

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Hidden insight from the data:

1. Highest quantity countries is from EUROPE
2. Many costumers cancel their orders with high quantity order.

***“Thank You”***

- MUHAMMAD KHUZAIN