

Project initialization

Date	18 June 2024
Team ID	739642
Project Name	Customer shopping segmentation using machine learning
Maximum Marks	3 Marks

Define Problem Statements (Customer Problem Statement Template):

segment our customer base effectively based on their shopping behavior and preferences. By identifying distinct customer segments, we aim to tailor our marketing efforts, improve customer satisfaction, and ultimately drive higher sales and loyalty."

I am		A busy professional aged 30-45, Tech-savvy and prefers online shopping ,Living in an urban area with access to various stores and delivery services, Interested in convenience, quality, and brand reputation
I' am trying to		Find and purchase high-quality products efficiently, Stay updated with the latest trends and product releases, Save time by shopping online rather than in physical stores
But		There are too many options and not enough time to compare them, Difficulty in finding reliable reviews and recommendations, Concerns about the authenticity and quality of products bought online
Because		The abundance of choices can be overwhelming without proper filters or personalized recommendations, Many online reviews can be biased or fake, making it hard to trust them ,There have been instances counterfeit products being sold on some platform.
Which makes me feel		Frustrated and anxious about making the wrong purchase ,Overwhelmed by the plethora of choices and the time needed to make a decision, Skeptical and cautious about online shopping despite its convenience.

Reference: <https://miro.com/templates/customer-problem-statement/>

Example:

I am consumer	I' am trying to buy sustainable products	But I can't find detailed information about product origins	Because the site lacks transparency about product sourcing	Which makes me feel skeptical
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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes Me feel
PS-1	A busy working professional.	Quickly find and purchase groceries online	The website is difficult to navigate.	The product categories are Not intuitive, and the search function is unreliable	Frustrated and time-constrained
PS-2	A budget-conscious shopper	Find the best deals and discounts on household items	The prices are not clearly marked, and the discount section is hard to find	The website design is cluttered and promotions are not highlighted	Anxious about overspending and missing out on savings