Model Development Phase Template

Date	18 June 2024
Team ID	739642
Project Title	Customer shopping segmentation using machine learning
Maximum Marks	5 Marks

Feature Selection Report Template

In the forthcoming update, each feature will be accompanied by a brief description. Users will indicate whether it's selected or not, providing reasoning for their decision. This process will streamline decision-making and enhance transparency in feature selection.

Feature	Description	Selected (Yes/No)	Reasoning
Invoice _no	Unique identifier for each customer	No	For predicting the cluster, a invoice _no is not required.
Customer _id	Unique identifier foreach customer	No	For predicting the cluster, a customer_id is not required.
Gender	Customer's gender	Yes	Customer gender enhances marketing strategies, improves personalization, and provide valuable insight into shopping behavior
Age	Age of the customer	Yes	Considering age in customer enhances marketing precision, personalization, and strategic decision-making

category	Category like clothing, shoes, books etc.	Yes	Categories enhances segmentation precision, personalization, and strategic decision – making in retail.
Quantity	Quantity of the category.	Yes	Quantity enhances segmentation precision, personalization, and strategic decision – making in retail.
Price	Price of the purchased item of customer	Yes	Price segmentation strategy positions companies to harness the full spectrum of value perception across their customer base ultimately optimizing revenue and enhances satisfaction.
Payment _ method	Payment _ method of the customers	Yes	For instance, understanding which payment method customer prefer(such as credit card, debit cards, cash)can help tailor marketing effort.
Invoice _ date	Document in business transation	NO	For predicting the cluster invoice_ date is not required
Shopping _mall	Shopping _malls like kanyon , forum is	Yes	Shopping malls are adapting to customer preferences by providing a holistic experience. Their services influence customer choice.