**Steps**:

1a. **Problem Statement:** How do I segment my customer base by their likelihood to be retained and value to my business? This will allow us to set our marketing and sales strategy.

1b. The original dataset is at the individual transaction level for a full year. See slide 2 for more dataset details. To prep the dataset for customer segmentation, I converted the dataset to the individual unique customer ID level with attributes like frequency, recency, and monetary value.

1c. Exploratory Analysis, Slides 3 to 9, indicates two interesting findings: Majority of the transaction are during November and December. And two, majority of the customers are recent, within past one month.

2. See current Slide Deck on my Git Hub.