

## Customer segmentation

Group Name: individual work

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### Problem Description:

XYZ bank wants to roll out Christmas offers to their customers. They want to roll out personalized offer to particular set of customers. They don't want more than 5 group as this will be inefficient for their campaign.

### handling the NAS:

- Drop the columns with missing values higher than 80%
- replace the missing values in categorical features with mode
- replace the missing values in numerical features with mean
- drop column because it has only one type of value such 1 because it has no significant information on the data

### outliers :

- use the IQR-interquartile to identify the outliers(

### transformations:

transforming the categorical data type from object into category  
features grouping into numeric , date, categorical  
Transforming float type into int type

Github link to the jupyter notebook :

<https://github.com/maha9999999/Data-Glacier-Internship/tree/main/week9>