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.

Final recommendation:

the most used services are the current accounts particular Account,Direct Debit,e-account,Payroll Account. so may be we should give small offers in theses top services because they are established.

we may give more offers in the less used services to encourage users to use these services .

the majority of clients are young people and adults these give us insight about the age play an important role as feature to be based on for segmentation.

a big deal of the customers are not active in the beginning of the month , we may think about offers that make them more active at this period of time.

also a huge number of customers are not active at all the bank may call them an give them an offer to make them active again