

Group Name: individual work

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Specialization: Data analyst

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.

Business understanding:

-Customer segmentation is the process of grouping the customers into different groups , based on their characteristics and behaviors .

-the data we have will help us identify these characteristics by dividing them into categories and hence help the bank to understand their customers and offer them the right service.

Project life-cycle:

data Cleansing and Transformation

EDA

Feature Engineering

Model building

Model Evaluation

Presentation

Documenting the challenge

Data Intake report

Number of files	1
File name	cust_seg.csv
File Format	csv
Number of observations	1 000 000
Number of features	48
Size of file	154 MB

