| Overview | Customer Analysis | Customer Segmentation |

Marketing Campaign Analysis🛒

The dataset that contains both demographic information about customers (such as age, education level, etc.) and their purchasing behavior (including money spent across different product categories, frequency of purchases, and recency of activity). The goal is to process this data and use it to create targeted marketing campaigns through customer segmentation. By applying clustering techniques, we can group customers into distinct segments based on similar behaviors and characteristics.

These insights are invaluable for marketing purposes. By understanding the behavior and preferences of each customer segment, you can design tailored campaigns to increase customer retention and boost sales. For example, you could create loyalty programs for high-value customers or offer targeted discounts to encourage repeat purchases from less frequent buyers. Ultimately, the clustering analysis not only helps in improving customer retention but also optimizes the allocation of resources for marketing campaigns, ensuring that the right message reaches the right audience at the right time, thereby maximizing the overall sales potential.

Sample Data

	ID	Year_Birth	Education	Marital_Status	Income ($)	Kidhome	Teenhome	Dt_Customer
0	1,958	1,973	Postgraduate	Couple	55,012	0	1	21-03-2014
1	10,176	1,968	Graduate	Single	57,107	0	1	24-08-2012
2	1,998	1,976	Graduate	Single	37,697	1	0	07-02-2014
3	9,888	1,969	Graduate	Couple	68,695	0	0	25-06-2014
4	1,321	1,974	Graduate	Couple	26,067	1	0	04-11-2013
5	448	1,978	Postgraduate	Single	54,880	1	0	01-03-2013
6	5,966	1,974	Postgraduate	Couple	45,207	1	1	10-11-2012
7	6,409	1,967	Graduate	Single	57,136	0	0	18-05-2013
8	5,386	1,953	Graduate	Couple	94,384	0	0	04-03-2013
9	5,289	1,975	Graduate	Single	41,658	1	1	09-11-2012

☐ Show Summary Statistics

🤖 Ask Gemini-Pro about data

Limitation only 50 samples of data given to generative AI.

Ask Gemini-Pro...   ➤