Project Idea #5

Data Mining Project on Customer Segmentation

Customer Segmentation is one the most important applications of unsupervised learning. Using clustering techniques, companies can identify the several segments of customers allowing them to target the potential user base.

"Customer Segmentation is the process of division of customer base into several groups of individuals that share a similarity in different ways that are relevant to marketing such as gender, age, interests, and miscellaneous spending habits".

Dataset: The data contain some features about the customers of Mall.

The project implementation steps will go as follows:

- Understand the dataset attributes
- Apply the required data cleaning methods
- Detect outliers
- Implement unsupervised techniques to separate customers into several groups.
- Apply different techniques and mention the different output for each technique
- Visualize the result of data in plots (discover the potential plots to describe result)