

# CUSTOMER SEGMENTATION

TASK 3

# AGENDA

- Customer Segmentation Overview
- Clustering Insights
- Data Visualization
- Clustering Methodology

# CUSTOMER SEGMENTATION OVERVIEW

Goal: Group customer based on purchasing behaviour and profile data

Techniques :K-Means ,DBSCAN , Hierarchical Clustering

Features Used:

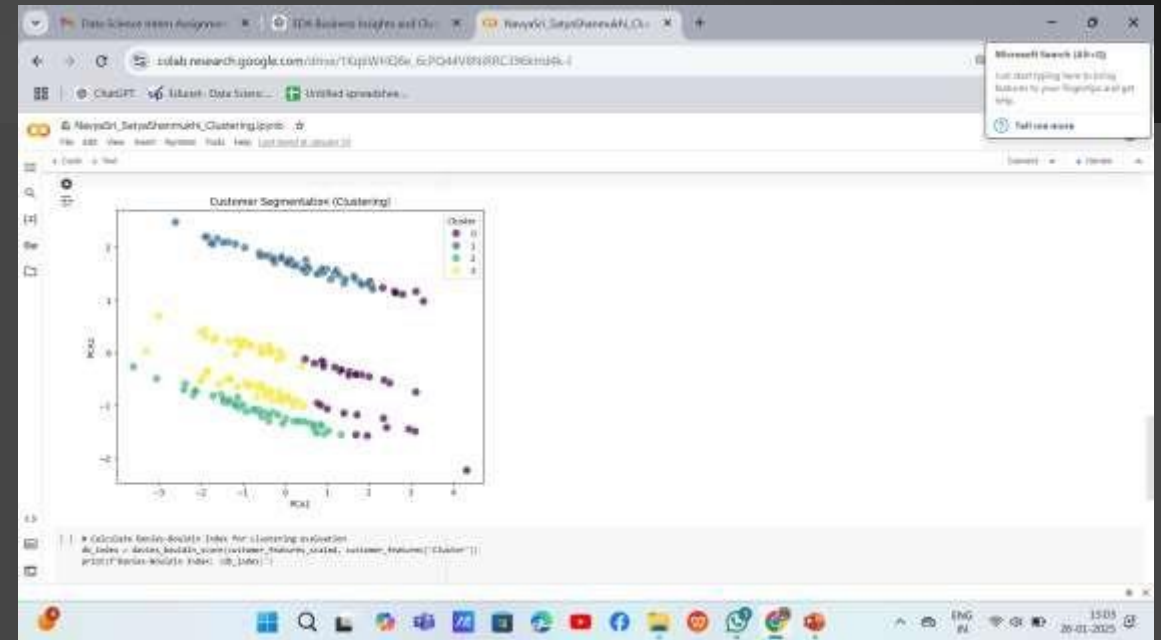
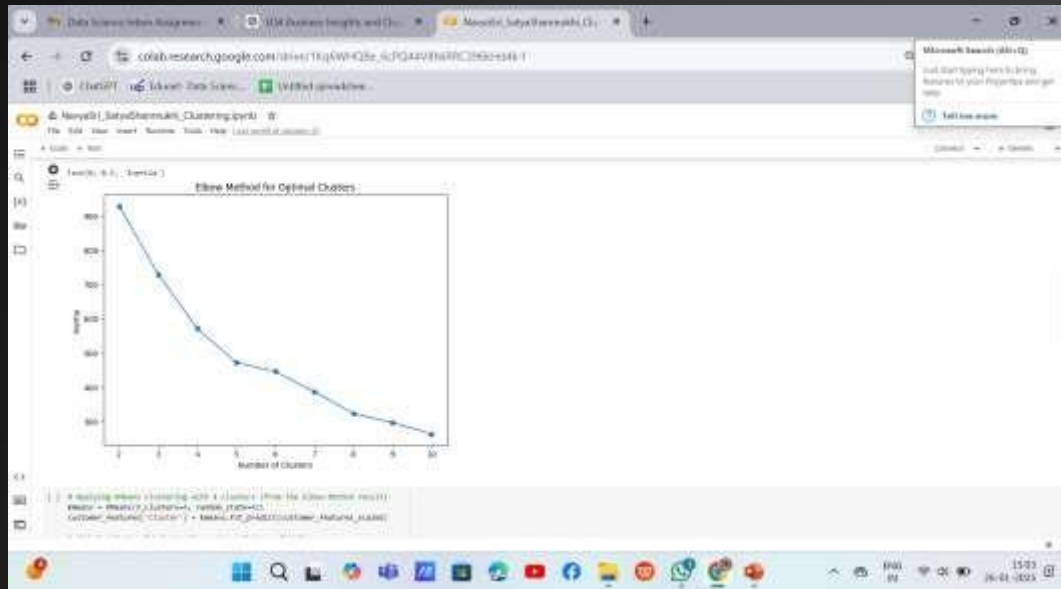
- Purchase frequency
- Average transaction value
- Signup duration
- Product preferences

# CLUSTERING METHODOLOGY

- Data Preprocessing
- Model selection
- Number of clusters

# DATA

# Visualization



THANKYOU

GUTHI NAVYA SRI SATYA SHANMUKHI

8341344445

[navyasrishanu@gmail.com](mailto:navyasrishanu@gmail.com)