

Métodos Descritivos de Data Mining

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# Business understanding

This project is related to a fictional insurance company in Portugal and has as objective the creation of a Customer Segmentation that will enable the Marketing Department to better understand the customer profiles. Better understand of the customer profiles can lead to specific/direct Marketing campaigns which can lead to more revenue and company growth.

In order to accomplish this goal, we developed all the logic of the segmentation in Python and we ran it on Jupyter Notebook.



Figure - test

# Data understanding

# Data preparation

# Modeling

# Evaluation