



MARKET SEGMENTATION

A Machine learning based market
segmentation project.

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ABOUT PROJECT



WHAT IS MARKET SEGMENTATION?

Market Segmentation

In marketing, market segmentation is the process of dividing a broad consumer or business market, normally consisting of existing and potential customers, into sub-groups of consumers based on some type of shared characteristics.

OBJECTIVE



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ABOUT DATASET



Dataset

The sample Dataset summarizes the usage behavior of about 9000 active credit card holders during the last 6 months. The file is at a customer level with 18 behavioral variables.

Variables of Dataset

- Balance
- Balance Frequency
- Purchases
- One-off Purchases
- Installment Purchases
- Cash Advance
- Purchases Frequency
- One-off Purchases Frequency
- Purchases Installments Frequency
- Cash Advance Frequency
- Cash Advance TRX
- Purchases TRX
- Credit Limit
- Payments
- Minimum Payments
- PRC Full payment
- Tenure
- Cluster

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STEPS AND PROCESS

PROJECT PROCESS

1

Research and business understanding

The first thing you have to do before you solve a problem is to define exactly what it is. You need to be able to translate data questions into something actionable.

2

Data pre-processing

Data preprocessing can refer to manipulation or dropping of data before it is used in order to ensure or enhance performance, and is an important step in the data mining process.

3

Exploratory Data analysis

Exploratory data analysis is an approach of analyzing data sets to summarize their main characteristics, often using statistical graphics and other data visualization methods.

4

Model Building

Model building process where different machine learning algorithms are used to make different machine learning models for various applications.

