## Customer segmentation for a Retail chain

The given dataset consists of historical data of a retail chain in different countries. Your Objective is to do the data cleaning, data imputation, data visualization and segment the customers with statistical method and algorithm of your choice and find out

Can you identify your best customers?

Do you know who your worst customers are?

Do you know which customers you just lost, and which ones you’re about to lose?

Can you identify loyal customers who buy often, but spend very little?

Can you target customers who are willing to spend the most at your store?