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| Student Name | : | Vaibhavi Parmar |
| Course Name | : | Data Analytics |
| Name of Project | : | Customer Segmentation |

ABSTRACT

This project “**Customer Segment**” created by student ‘Vaibhavi Parmar’ at TOP Technologies. The main objective of this project is to make [a group](https://www.lawinsider.com/dictionary/customer-segment) of customers identified on the basis of Customer’s needs, behaviors, or other individualities that they share.

Customer segmentation is the process of organizing customer into specific groups based on shared characteristics, behaviors or preferences, with the aim of delivering more relevant experiences. Segmentation allows marketers to better tailor their marketing efforts to various audience subsets. Those efforts can relate to both communications and product development. Customer segmentation requires a company to gather specific information – data – about customers and analyze it to identify patterns that can be used to create segments.

Customer segmentation experienced by all businesses irrespective of size or industry and whether they sell online or in person. It begins with gathering and analyzing data and ends with acting on the information gathered in a way that is appropriate and effective.