# **Customer Segmentation of a shopping mall**

**INTRODUCTION**

The given dataset represents information about customers visiting a shopping mall using various features. These features can be used to analyse customer spending habits based on the features likes gender, age, annual income, and their respective spending scores. Further, customers can be segregated into different groups which would allow the shopping mall to understand spending habits of different groups, customize their

**ATTRIBUTES**

**Gender:**

The dataset includes information about the gender of each customer. We can examine the gender distribution to see if there is an imbalance between male and female customers.

**Age:**

The age attribute provides us with the customer’s age range. We can analyse the distribution of ages to identify any patterns or age groups that are more prevalent among the mall's customers.

**Annual Income:**

The annual income of customers provides valuable insights into their purchasing power. We can investigate the income distribution to understand the diversity of customers' financial backgrounds.

**Spending Score:**

The spending score is a metric that indicates how much a customer spends at the mall. We can analyse this attribute to identify different levels of spending behaviour among customers.