**Retail Chain – Store Segmentation**

**Problem Statement**

One of the medium size retailchain wanted to understand customers visiting and shopping behaviors across 98 stores it has.

The store has loyalty card to promote the repeat visit of the customers.

Using spend patterns the management wants to segment the stores into similar groups. This will help the management in developing appropriate marketing strategies.

Some of the key questions the management are looking to understand are

* Which of the stores have lower % of loyalty registered customers transaction and what is impact on sales value and average ticket size?
* How loyalty registration and repeat customer visit are associated?

The segmentation will help the management in developing a focused strategy for each of the segments instead of focusing at a store level.

Using the data provided, you are expected to do

* Find optimal Clusters
* Use an appropriate clustering technique to develop right number of clusters
* Identify the characteristics of each cluster (Profiling)