**CUSTOMER MARKET SEGMENTATION**

1. **INTRODUCTION**

Market segmentation is a great way to identify marketing groups from a larger population. This is done by identifying target customers belonging to a specific type based on features/categories like age, income, gender, etc. so that ads or targeting marketing can be carried out to increase the customer base of a company or boost their sales i.e., grow their business.

The target here is to divide the mall target market into approachable groups. This is done by creating subsets of a market based on demographics/behavioral data of the customers.

1. **DATASET**

The dataset being used is Mall

1. **DATA DESCRIPTION**
2. **PRE-PROCESSING**
3. **DATA EXPLORATION**
4. **MODEL TRAINING**
5. **RESULTS**
6. **CONCLUSION**
7. **REFERENCES**