

Dataset_A:

Customer segmentation is the practice of dividing a customer base into groups of individuals that are similar in specific ways relevant to marketing, such as age, gender, interests and spending habits.

Companies employing customer segmentation operate under the fact that every customer is different and that their marketing efforts would be better served if they target specific, smaller groups with messages that those consumers would find relevant and lead them to buy something. Companies also hope to gain a deeper understanding of their customers' preferences and needs with the idea of discovering what each segment finds most valuable to more accurately tailor marketing materials toward that segment. This data set contains a total of 8068 customer details which are categorized into 4 segments (A, B, C, D).

Attribute Name	Definition
ID	Unique ID
Gender	Gender of the customer
Ever_Married	Marital status of the customer
Age	Age of the customer
Graduated	Is the customer a graduate?
Profession	Profession of the customer
Work_Experience	Work Experience in years
Spending_Score	Spending score of the customer
Family_Size	Number of family members for the customer (including the customer)
Var_1	Anonymised Category for the customer
Segmentation	Customer Segment of the customer