Bank customer segmentation

➢ **Company/Industry you are working on and why**
- Because customers are expressing their ideas and opinions more openly than ever before, sentiment analysis is becoming a vital technique for monitoring and analyzing consumer. The bank's marketing department wants to use AL/ML to create a targeted marketing ad campaign for a certain group of clients. Customer segmentation is becoming a vital technique for monitoring and analyzing consumer sentiment since customer are expressing their ideas and opinions more openly than ever before.

➢ **How did you find the dataset**
- I found the dataset from Kaggle. - https://www.kaggle.com/paulinan/bank-customer-segmentation/data

➢ **What specific marketing problem you are researching on and why**
- From kind of questions, one point is clear that, I will be working on segmentation part of the analytics. Because, we need to find qualitative and quantitative data to accurately understand the market segments. It will identify targeted groups of different columns.
- Algorithm: - To analyse this dataset , I will be using random forest algorithm. Also, II will try with another algorithm if I will not be able to get best accuracy to find out the legendary type of customers.
- Therefore, this project was undertaken in order to provide data and another perspective on the issue, in order to improve implementations and to further optimize the solution.

➢ **How will you go about solving the problem**
- To get the data about our project, we have planned to analyze the data which we have for bank customers.
- Following methods and tools will be used to execute this project:
  - Data collection
  - Data Cleaning (SQL, MS Excel)
  - Exploratory Data Analysis (Python)
  - Data Visualization (Excel, Tableau, IBM Cognos)
  - Build and apply suitable algorithms (Python)
- To bring positive change, information takes us on right way to create proper model. The initial focus should be on defining overall process flow to provide more detailed information regarding type of legendary Customers. To find out the best rate from the data, I have clear project goals Analysing the trends/deeper insights in the data by using the confirmed factors about my findings which will help
me out to reach out the output.

➢ **Information we got from the data**

- Each review (row) contains information on user opinion about related app (rating and comment). Also, it contains the response from the developer if presented.

- **Columns**
  - Age
  - Sex
  - Job
  - Housing
  - Saving Account
  - Checking Account
  - Credit amount
  - Duration
  - Purpose

➢ **What do you hope to accomplish with the project**
- In this project, I am going to collect the information on finding out how many possibilities there are between Type 1 and Type 2, as well as the top 10 highest combinations of customer types.
- By using proper tools and techniques, I will find out.
- Having a much more involvement and try to get more specific.
- Showing charts regarding generation of customer which will show it's legendary state and nature.
- Providing right criteria for the specific type of Customers.