**Assignment : Requirement Analysis**

Requirement lifecycle for Customer segmentation model for a telecommunication company.

The company attracts various types of consumers and the company would be interested in catering to them separately and customizing schemes for them suitably.

The consumers that the company attracts based on usage are personal and business. In business there are private and Government. Large business versus small business. There will be large student consumers who shall be using data for academic purpose. Then there will be domestic users.

The model shall have fields to record all kinds of consumers knowing their type and able to classify, group as may be desired. As such the model will ask for data input in maximum number of fields such as gender, region, occupation, purpose, income etc

Since it is a telecom company it would be interested in engaging in understanding the behaviour pattern of the consumers regards to data usage and encourage appropriately by optimising system performance to match with consumer demand.

The client requirement therefore is to capture consumer profile in as many fields possible and enable classifying to identify customer segments in order to give focused attention.