**Customer Personality Analysis**

Business Objective:

Customer personality analysis helps a business to modify its product based on its target customers from different types of customer segments.

Finding the potential customers by analysing the behaviour of them is useful to understand the targeted customers.

For example, instead of spending money to market a new product to every customer in the company’s database, a company can analyse which customer segment is most likely to buy the product and then market the product only on that particular segment.

22Architecture level analysis:

1. Understand the business statement how we can approach
2. EDA should be done on the given dataset.
3. Need to perform clustering to summarize customer segments.
4. Deployment through R Shiny or Flask/ Streamlit

**Milestones: Phase 1**

| **Milestone** | **Duration** | **Task start - End Date** |
| --- | --- | --- |
| Kick off and Business Objective discussion | 1 day | 26-Feb-2024 |
| Data set Details | After 3 days |  |
| EDA | 1 Weeks – 1 ½ week |  |
| Model Building | 1 Week – 1 ½ week |  |
| Model Evaluation | 1 week |  |
| Feedback |  |
| Deployment | 1 Week |  |
| Final presentation | 1 day |  |

Protocols:

1. All participants should add here to agreed timelines and timelines will not be extended
2. All the documentation – Final presentation and R/python code to be submitted before the final presentation day
3. All the participants must attend review meetings