Summary of the Project for Business Importance-

This project can help the business in achieving the strategic goals in many ways:

1. Business can identifying customers which are going make transactions in the future. So, that business can provide special services to the customers for their better happiness.

2. By predicting customer behaviour business can optimise their marketing campaigns for better customer's satisfaction before they take their business somewhere else.

3. Business can segment customers into small groups & address customers individually to get better customers insight's based on their actual behaviour.

4. Business can evaluate their marketing strategies for new customers based on the insights.