

Customer Segmentation Project

Report date: 13-March-2022

Internship Batch: LISUM06

Specialization: Data Science

GitHub link: <https://github.com/saadbinmunir/Customer-Segmentation-Project>

Team member details:

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Business Understanding & Problem Description

Bank XYZ wants to offer Christmas offers to its customers. However, the bank does not want to offer the same offer to all its customers. Instead, they want to deploy the personalised offer to a particular group of customers. It is not effective to manually start understanding the category of the customer because they will not be able to uncover the hidden pattern in data. ABC analytics assigned this task to their analytics team and instructed their team to come up with the approach and feature which group similar behavior customer in one category and others in different category.

Project Lifecycle

29th Aug- 16th March

- Describe business problem
- Understand data context of business problem
- Create project life cycle.

17th March -23rd March

- Understand attributes of the data.
- Determine methods to overcome possible problems.

23rd March - 30th March

- Clean and transform raw data prior to processing and analysis.

30th March - 26th Sep

- Perform exploratory data analysis.
- Make recommendations based on the results obtained.

26th Sep - 6th April

- Create a presentation to describes and visualise EDA.

6th April - 13th April

- Choose a base model
- Explore a model of each family.

11th Oct - 20th April

- Discuss the solutions
- Choose a solution which is the best.
- Create a PowerPoint presentation.
- Submit the final project report and code.

Data Intake Report

Version: 1.0

Data intake by: Saad Bin Munir

Number of files	1
Number of observations	1000000
Number of features	48
Format of the file	.csv
Data Size	366.2+ MB