

# Clustering- Problem Statement

**Problem Statement** - Based on the given customer's data of a bank can we build different clusters of different channels (different channels are customers contacting through bank , online or through call for any of the queries) so that based on different requirements the marketing team will target only customers falling under a particular cluster rather than targeting all the customers.

**Note:**

This data is a completely dummy data and is created for this practical example only , it does not have any relevance to any organization.

**Points to consider to work on this example:**

- 1) Use both Hierarchical (Agglomerative) and Non-Hierarchical (k-means) technique to built clusters.
- 2) Create a PPT with your findings & the process you have followed to built the model.

## Problem Statement



- Data is of various customers of a bank with their credit limit , the total number of credit cards the customer has , and different channels through which customer has contacted the bank for any queries , different channels include visiting to bank , online and through call centre.
- Marketing team plans to display offer ads on digital platform but only wants to target customers who are digitally more active , hence can we built different clusters of different channels so that based on different requirements the marketing team will target only customers falling under a particular cluster rather than targeting all the customers.