

## Model Development Phase Template

Date	July 5, 2024
Team ID	739892
Project Title	Customer segmentation using Machine Learning
Maximum Marks	5 Marks

## Feature Selection Report Template

In the forthcoming update, each feature will be accompanied by a brief description. Users will indicate whether it's selected or not, providing reasoning for their decision. This process will streamline decision-making and enhance transparency in feature selection.

Feature	Description	Selected (Yes/No)	Reasoning
Customer_ID	Unique identifier for each customer	No	For predicting the customers, a customer ID is not required.
Sex	Customer gender	Yes	Relevant for assessing diversity and potential bias in customer segmentation.
Married	Marital status of the customer	Yes	The marital status of a customer can impact financial stability.
Age	Age of customer	Yes	The age of customer is a crucial in segmentation.

Education	Customer education	Yes	It indicates the responsibilities and influences
Income	Income of the customer	Yes	It is determining the customer financial capacity.
Occupation	Customer Occupation	Yes	A target variable for prediction
Settlement Size	Customer settlement size	Yes	A major factor for customer segmentation which reflect the customer's creditworthiness