

**Big Data & Data Analysis-2**

**Project 4: Mall customer Segmentation using K-Means**

**Q. How can you use this knowledge?**

**Ans.** A company can always take decisions by taking in care of choices of their customers by utilizing the data they have regarding that which in turn make their business more expand. An example, there are customers with high annual income but low spending score. A more strategic and targeted marketing approach could lift their interest and make them become higher spenders. The focus should also be on the loyal customers and maintain their satisfaction.