

CUSTOMER SEGMENTATION

Problem statement:

Understand the target customers for the marketing team to plan a strategy

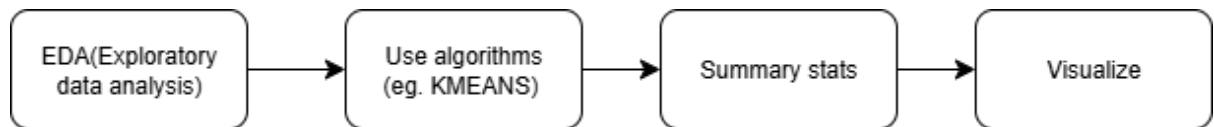
Context: Identify the most important shopping groups based on

- Income
- Age
- Mall shopping score

Stakeholder wants the ideal number of groups with a label for each.

Objective:

- Divide your mall target market into approachable groups.
- Create subsets of a market based on demographics behavioural criteria to better understand the target for marketing activities.



Tools used:

Python

VS code

Google docs

Analysis:

Target Cluster-

- Target group one will be cluster 1 which has high spending score and high income
- 53% of the cluster 1 shoppers are women. We should look for ways to attract these customers using a marketing campaign targeting popular items in the cluster
- Cluster 3 presents an interesting opportunity to market to customers for sale event on popular items.

56% female 44% male