**2. Business Requirements Document (BRD):**

* **Business Problem:** Lack of understanding of various customer profiles leading to confusing and untargeted marketing strategies.
* **Business Objectives:** To improve customer satisfaction and sales by analysing various segments of customers and their purchasing behaviour.
* **Functional requirements:**
  + Data Analysis: It involves loading of data and cleaning the dataset so that the dataset is compatible to perform the analysis. It then performs EDA to summarize the vital characteristics of the data. And, it summarizes the statistics on various variables such as age, gender, annual income, and spending score.
  + Clustering: It involves in segmentation of customers into distinct groups based on their attributes such as age, gender, annual income, and spending score.
  + Visualizations: It visualizes the drawn analysis in various plots.
* **Non-functional requirements:**
  + Performance: All steps of analysis must be performed efficiently so that the analysis will help in taking decisions faster.
  + Scalability: The system must be scalable to handle vast amount of data. In this project, we have used a dataset which contains 200 rows and 5 columns.
  + Usability: This analysis is very easy to use and the visualizations made are very clear and informative.