# Customer Analysis

Part A:

* K-Means and DBSCAN are two methods for sorting customers into groups based on their shopping habits.
* K-Means is good for making equal-sized groups but might not work well for all types of groups.
* DBSCAN is better at finding different-shaped groups but might need some extra help to decide how many groups to make.

Part B:

* The study found three main groups of shoppers at Imtiaz Mall:
  + High-Spending Enthusiasts: They love expensive brands and buy new things often.
  + Moderate-Spending Regulars: They spend a steady amount of money and care about quality.
  + Budget-Conscious Shoppers: They look for good deals and do not care as much about brands.

Part C:

* Imtiaz Mall can use this information to:
  + Make ads and send emails that are more interesting to each group.
  + Recommend products that each group is likely to want.
  + Make sure they have enough of the right products in stock for each group.

Part D:

* By doing these things, Imtiaz Mall can:
  + Keep customers coming back for more.
  + Sell more stuff.
  + Beat out other stores.
* further analysis

Imtiaz Mall can also use this information to:

* + Make their social media and stores more interesting to each group.
  + Track how each group's shopping habits change over time.
  + Even predict what each group will buy in the future!