

Customer Segmentation

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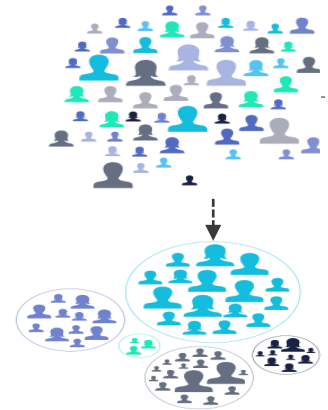
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Summary:

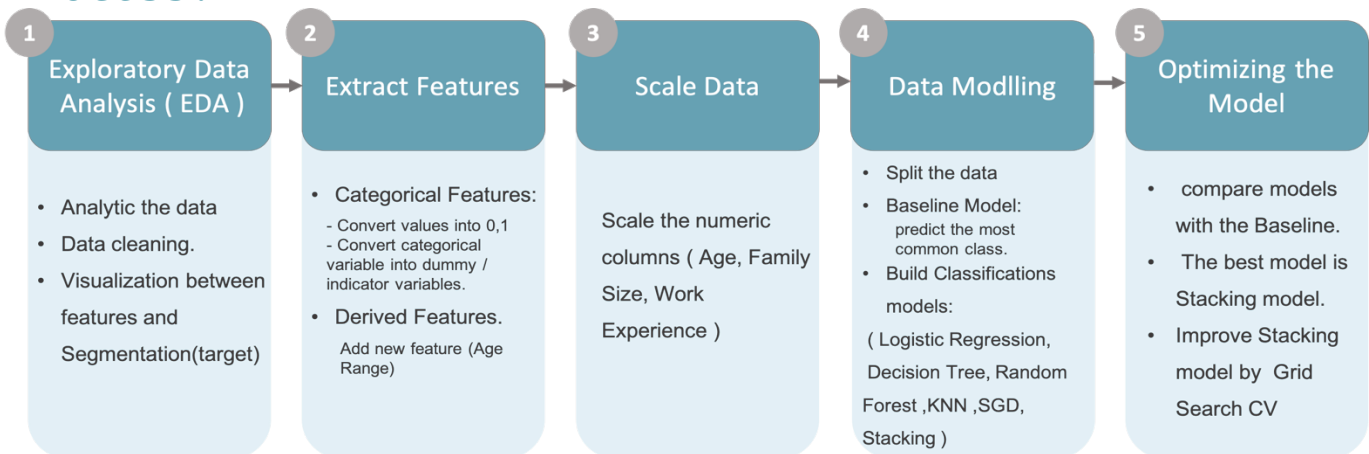
Customer segmentation is the practice of dividing customers into groups of individuals that are similar in specific ways relevant to marketing, such as age, gender, interests and spending habits. The Customer segmentation helps the company to know the customers that's leads to success the business.

In this project I will apply the idea by classify the customers into four segmentations (A, B, C, D) based on Age, work experience, family size and more

In my opinion, there is multiple problem in the real-world can use the segmentation idea such as gamers segmentation, children segmentation.



Process:



Result:

- The Baseline Model Accuracy score is 0.286068
- Build Classifications models:
As it's shown in fig:1, I compared the models to the Baseline the best score is Stacked model by 0.521751.
- At the end, I achieve the best score 0.528882 by optimizing the Stacking model by using GridSearch CV

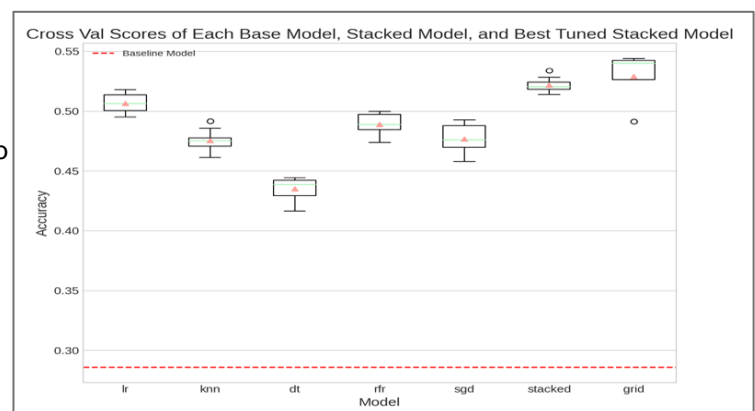


Fig:1

Project links:

Github:



LinkedIn:



Tech used:

