**Online Retail Project3- writeup**

DESCRIPTION

**Problem Statement**

* It is a critical requirement for business to understand the value derived from a customer. RFM is a method used for analyzing customer value.
* Customer segmentation is the practice of segregating the customer base into groups of individuals based on some common characteristics such as age, gender, interests, and spending habits
* Perform customer segmentation using RFM analysis. The resulting segments can be ordered from most valuable (highest recency, frequency, and value) to least valuable (lowest recency, frequency, and value).

**Dataset Description**

This is a transnational data set which contains all the transactions that occurred between 01/12/2010 and 09/12/2011 for a UK-based and registered non-store online retail. The company mainly sells unique and all-occasion gifts.

Online Retail dashboard link in tableau public: -

<https://public.tableau.com/views/RetailDashboarding-Project3/Dashboard1?:display_count=y&publish=yes&:origin=viz_share_link>