

# Customer Segmentation



Team Name: DGI

## Team Member Details

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## Problem Statement:

The Bank XYZ wants to roll out personalized Christmas offers for certain customers instead of rolling out the same offers for all customers. As an alternative of trying to manually decide which customer is which category. The bank seeks an efficient approach that enables them to uncover hidden patterns in their customer data and categorize customers into a 5 unique groups.

## Business Understanding:

- Customer segmentation is the process of categorizing the customers into various groups according to their characteristics or behaviors.
- This will help the companies effectively match their products to the exact customers groups.

## Project Life Cycle:

No	Task	Person Responsible	Deadline
1	Business Understanding	Rahma	26/04/2021
2	Data Understanding	Nonhlanhla	28/04/2021
3	EDA	Nonhlanhla and Rahma	30/04/2021
4	Feature Engineering	Nonhlanhla	03/05/2021
5	Model Building	Ajaegbu	07/05/2021
6	Model Evaluation	Robin	09/05/2021
7	Presentation	Everyone	12/05/2021
8	Document the challenges	Everyone	14/05/2021

Github Link: <https://github.com/shelovescode000/CustomerSegmentationProject>