Model Development Phase Template

Date	07-07-2024
Team ID	739747
Project Title	Customer Shopping Segmentation by using machine learning
Maximum Marks	5 Marks

Feature Selection Report Template

In the forthcoming update, each feature will be accompanied by a brief description. Users will indicate whether it's selected or not, providing reasoning for their decision. This process will streamline decision-making and enhance transparency in feature selection.

Feature	Description	Selected (Yes/No)	Reasoning
Customer_ID	Unique identifier for each customer	No	For segmentation, the customer ID itself is not needed, but it can be used to map back to individual customers after clustering
Invoice No	Unique identifier for each transaction	No	Unique identifiers are not useful for clustering as they don't provide behavioral insights.

Age	Age of the customer	Yes	Age can influence shopping behavior and preferences.
Gender	Customers gender	Yes	Gender may impact purchasing habits and product preferences.

category	Product category	Yes	Helps in understanding product preferences and buying patterns.
price	Total price of the purchase	Yes	Provides insight into spending behavior and can differentiate between high and low spenders.
Quantity	Number of items purchased	Yes	Indicates purchase volume, which can be linked to customer value.
Payment_Method	Method used for payment	Yes	Can indicate preferences for payment types and financial behavior.
Shopping_Mall	Can indicate preferences for payment types and financial behavior.	Yes	Different locations may have different customer bases and shopping behaviors.