Project Initialization and Planning Phase

Date	06 July 2024
Team ID	739747
Project Name	Customer shopping segmentation by using machine learning
Maximum Marks	3 Marks

Define Problem Statements (Customer Shopping segmentation Problem Statement Template):

The retail company aims to enhance its marketing strategy and improve customer engagement but is struggling to understand the diverse needs and preferences of its customer base. Currently, marketing campaigns are generic and do not effectively target specific customer segments, resulting in suboptimal customer satisfaction and engagement. The company lacks a systematic approach to identify and categorize customers based on their shopping behaviors and preferences. Therefore, the objective is to develop a machine learning model that segments customers into distinct groups, enabling the company to tailor marketing efforts, optimize inventory management, and deliver personalized shopping experiences. This segmentation will help the business create more effective, data-driven strategies to boost customer loyalty and increase sales.

Machine Learning Project-Customer Shopping Segmentation: