1. Introduction

Welcome to the user manual for the data mining project. This guide will walk you through the process of setting up and running the project on your local machine.

2. Prerequisites

Before you begin, make sure you have the following installed on your machine:

- Python: The project is developed in Python, so ensure that you have Python installed. You can download it from python.org.
- Jupyter Notebook: The main code is in a Jupyter Notebook (customer-segmentation.ipynb). You can install Jupyter Notebook using the following command:
  pip install jupyter

3. Setup

- Navigate to Project Directory: Change your working directory to the project folder.
- Extract Data: Ensure that the zipped data file (data.zip) is present in the project directory.

4. Installing Dependencies

The project dependencies are listed in the requirements.txt file. Install them using the following command:
pip install -r requirements.txt

5. Running the Code

- Open Jupyter Notebook
- Run the Main Code:
  - Navigate to the project directory in your browser.
  - Open the customer-segmentation.ipynb notebook.
  - Run the cells sequentially.
- Review Results:
  - The notebook will generate outputs and visualizations.
  - Follow any specific instructions within the notebook for further analysis or interpretation.