Assignment 5

Market Basket Magic: Extracting Insights for Retail Success

Customer segmentation is a crucial aspect of retail and marketing strategy. Mall Customer Segmentation is a common data analysis project that involves categorizing mall customers into distinct groups or segments based on various characteristics and behaviors. This segmentation is valuable for tailoring marketing efforts, optimizing store layouts, and enhancing customer experiences.

Dataset link: Here

Task:

- Understand the data
- Data Preprocessing
- Machine Learning approach with clustering algorithm