Project Design Phase-I
Proposed Solution Template

Date	23 October 2023
Team ID	592709
Project Name	Wholesale Customer Segmentation Analysis Using ML
Maximum Marks	2 Marks

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	How might we enable wholesale businesses to understand their customers and their product needs in a highly competitive marketplace in order to develop products?
2.	Idea / Solution description	We will use clustering algorithms such as K-means or Hierarchical clustering to identify customer segments with distinct spending behaviors. This will help to identify customers with distinct spending behaviors and provide insights to optimize their product offerings.
3.	Novelty / Uniqueness	The novelty of this problem statement lies in its specific focus on the wholesale industry, the integration of customer understanding into product development, and the acknowledgment of the competitiveness of the marketplace. This highlights the need for creative solutions that may differ from traditional wholesale business practices.
4.	Social Impact / Customer Satisfaction	Addressing this problem can enhance customer satisfaction, reduce environmental impact, drive economic growth, diversify the marketplace, encourage a customer-centric culture, foster innovation, and provide skill development opportunities. It aligns with ethical and sustainable business practices, appealing to socially conscious consumers.
5.	Business Model (Revenue Model)	The revenue model for this solution can be based on subscription fees, transaction fees, licensing, data insights, value-added services, advertising, partnerships, white labeling, and premium access. It can also include commissions on ethical sourcing and data licensing. The choice of model depends on the platform's features, target

		audience, and competitive landscape, allowing flexibility to cater to various customer segments.
6.	Scalability of the Solution	The proposed solution can be made scalable by using clustering algorithms that can handle large datasets, distributed computing techniques that can process data in parallel, and cloud-based solutions that provide scalable computing resources