Project Design Phase-II
Technology Stack (Architecture & Stack)

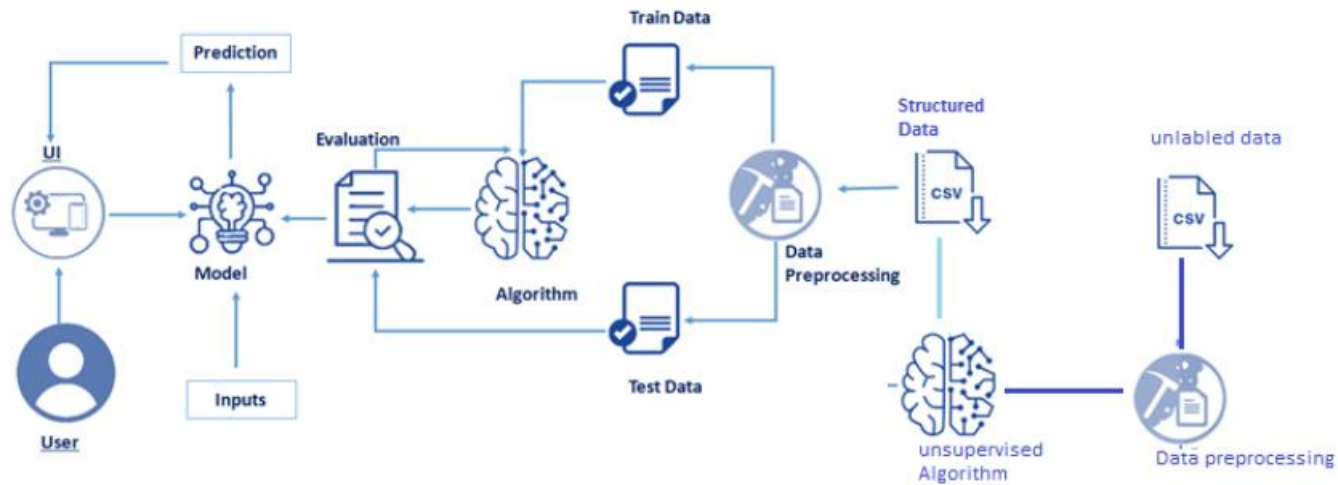| Date	09 November 2023
Project Name	Project - Understanding Audience: A Machine Learning Approach to Customer Segmentation
Maximum Marks	4 Marks

Technical Architecture:

Table-1 : Components & Technologies:

S.No	Component	Description	Technology
1.	User Interface	The user interacts using a web app	HTML, CSS, Python, Flask
2.	Application Logic-1	The web page takes input form the user and using the ML model predicts the output	Python
3.	Machine Learning Model	The ML model uses the input data and predicts the category of the customer by using the model which was trained using a set of training data.	Classification Model
4.	Infrastructure (Server / Cloud)	Application Deployment on Local System / Cloud Local Server Configuration: PORT 5000	Local Server

Table-2: Application Characteristics:

S.No	Characteristics	Description	Technology
1.	Open-Source Frameworks	The open-source framework used to run the backend server is Flask	Flask, Python
2.	Scalable Architecture	We can scale this project by continuously giving new data to the model and analyzing it on a larger scale. We make it personalized for different companies and help them achieve	Python