Understanding Audience –

A Machine Learning Approach to Customer Segmentation

**Team Number:**

**Submitted To: SmartInternz Team**

**Batch: VIT – AP AI/ML Morning Batch**

**Year: 2023**

**DONE BY:**

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PHASE – 1:

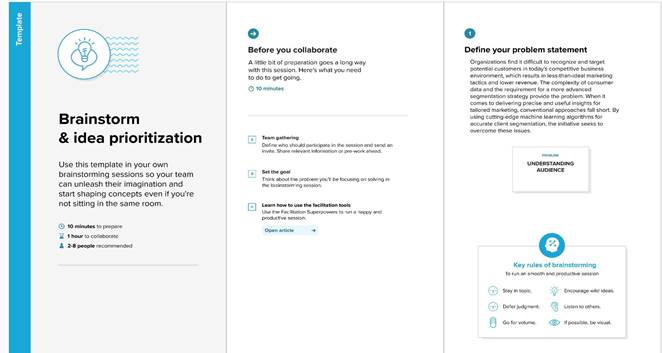
IDEATION PHASE:

Brain-Storming Map:

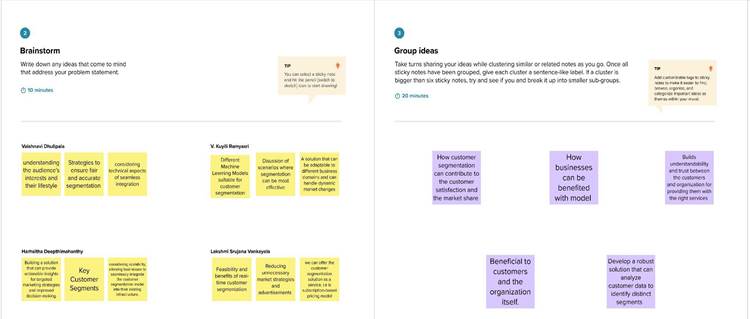
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| --- | --- |
| Date | 23 October 2023 |
| Team ID | Team-591849 |
| Project Name | Project - Understanding Audience |
| Maximum Marks | 4 Marks |

**Brainstorm & Idea Prioritization :**

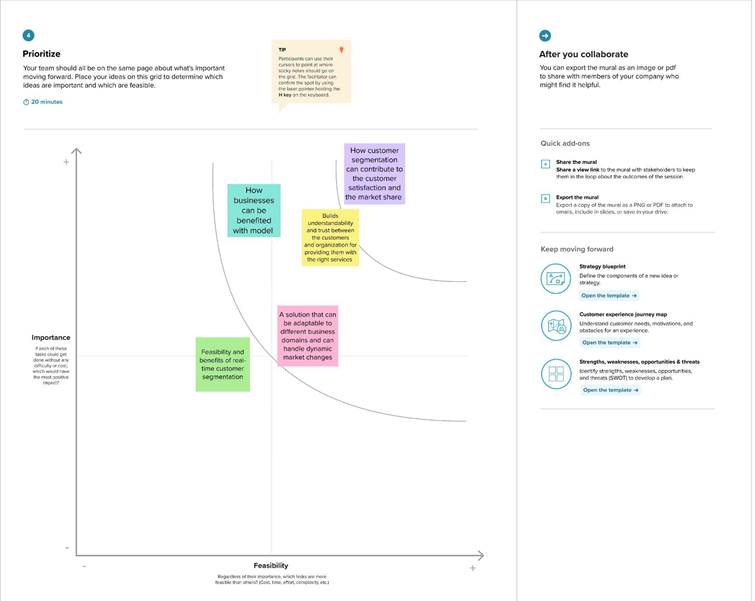
**Step-1: Team Gathering, Collaboration and Select the Problem Statement**

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**Step-2: Brainstorm, Idea Listing and Grouping**

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**Step-3: Idea Prioritization**

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