

Project Design Phase-I
Solution Architecture

Date	03 November 2023
Team ID	Team-592110
Project Name	Wholesale Customer Segmentation
Maximum Marks	4 Marks

Solution Architecture:

Solution Architecture for Wholesale Customer Segmentation involves designing a system that integrates data collection, pre-processing, model training, and business strategies also involves a systematic approach to effectively categorize wholesale customers based on their purchasing behaviors and characteristics. This architecture ensures that the entire process, from data collection to the development of segment-specific strategies, is coherent and efficient and also provides a structured framework for wholesale customer segmentation using the K-Means clustering algorithm. It enables businesses to gain valuable insights from their data, tailor their strategies to specific customer segments, and ultimately improve customer satisfaction and profitability.

The best tech solution involves the following steps:

- **Data Collection and Ingestion**
- **Data Pre-processing**
- **Model Training**
- **Customer Segmentation**
- **Visualization and Reporting**
- **Business Strategies**
- **Monitoring and Maintenance**

Solution Architecture Diagram for Wholesale Customer Segmentation

