Capstone Project Submission

**Instructions:**

1. Please fill in all the required information.
2. Avoid grammatical errors.

| **Team Member’s Name, Email, and Contribution:** |
| --- |
| **Team Member’s Role:**  **Auti Rupali Vikas**  **Email- autirupalivikas@gmail.com**   * + DataUnderstanding   + Technical Documentation   + Data preparation   + Data cleaning   + Exploratory Data Analysis   + Modelling   + Evolution     I have done the whole project individually. |
| **Please paste the GitHub Repo link.https://github.com/RupaliAuti09** |
| GitHub link :  https://github.com/RupaliAuti09/customer--segmentation- |
| | **Please write a summary of your Capstone project and its components. Describe the problem statement, your approaches, and your conclusions. (200-400 words)** | | --- | | Dataset Name: Online Retail.xlsx  Project Name : Customer segmentation.  Problem Statement:  We were provided with an unlabeled dataset on the transaction details of online retailcustomers. All the transactions were occurring between 01/12/2010 and 09/12/2011 for a UK-based and registered non-store online retail. The company mainly sells unique all-occasion gifts. Many customers of the company were wholesalers. Our task was to explore and analyze the data and to build a clustering model for customer segmentation  Challenges :  Large size of data, can not maintain by excel spreadsheet.  ▪ Need several coordination fromeach department.  ▪ Demography data have a lot missing values and typo.  Recommendation :  ▪ Recommendation for “Best Customers" segment:  Focus on increasing customer purchases therefore it is necessary to form a cross/Up Selling Strategy.  ▪ Recommendation for “Loyal Customers" segment: The business team must optimize the budget campaign and the time campaign for this customer segment in order to maintain their loyalty and increase their value. |  | |  | |