

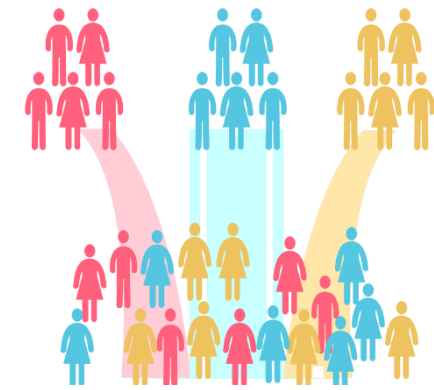
Siddhardhan

Customer Segmentation using K-Means Clustering With Python

Machine Learning Project



Problem Statement



Clusters of Customers

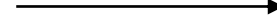
Work Flow



Customer
Data



Data pre processing



Data Analysis

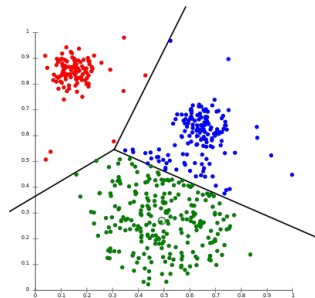


$$WCSS = \sum_{i \in n} (X_i - Y_i)^2$$

Optimum number of Clusters



K-Means Clustering



Visualizing the Clusters