

SYNOPSIS

TITLE – CUSTOMERS SEGMENT FOR A RETAIL BUSINESS

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ABOUT THE TOPIC (DATASET):

Customer segmentation is the process of dividing a customer base into distinct groups based on shared characteristics.

This allows businesses to tailor their products, services, and marketing strategies to better meet the specific needs of each segment, ultimately improving customer satisfaction and business performance.

In order to optimize marketing strategies, product offerings, and customer experiences, and aims to effectively segment diverse customer base.

By clustering algorithms, seek to group customers with similar characteristics, behaviors, and preferences into distinct segments. The goal is to enhance ability to target and engage customers with tailored approaches that meet their specific needs.

Scope of Customer Segmentation:

Customer segmentation involves sorting customers into groups based on things they have in common, like age or interests.

This helps companies understand their customers better and their products or services to fit what each group wants

In conclusion, Customer segmentation helps companies do better by understanding what different groups of customers want and making products and marketing that fit those wants.

It's like realizing not everyone likes the same things, so companies can be smarter and make customers happier.

Data set: <https://www.kaggle.com/datasets/yasserh/customer-segmentation-dataset>

Technologies: pandas, Microsoft Excel, Microsoft PowerBi, numpy, scikit-learn.

Software Requirements:

Operating System – Windows, Linux and mac

IDLE – Jupyter Notebook

Hardware Requirements:

RAM – Minimum 4GB

Processor – Minimum intel i3
