

## 1. Project Charter:

- **Project Title:** Customer Segmentation for a Retail Store
- **Project Manager:** Kambapu Sai Srinivasa Reddy
- **Start Date:** 15/07/2024
- **End Date:** 17/07/2024
- **Objectives:** To segment customers into distinct groups based on their purchasing behaviour.
- **Scope:** Data cleaning, EDA, customer segmentation using K-Means, visualization using Matplotlib and Power BI.
- **Deliverables:** Insights, conclusions, and recommendations.