**[Search term - Grouping based on volume and growth](https://confluence.target.com/display/LOCAL/Search+term+-+Grouping+based+on+volume+and+growth)**

**Introduction:**

Search data can be a valuable resource for assortment planning in a retail organization. By analyzing the search terms and phrases that customers use on the organization's website, retailers can gain insights into which products are most popular and which items are in high demand. This information can help retailers make informed decisions about which products to stock, which products to promote, and which products to phase out. Furthermore, search data can provide retailers with information about customer preferences and current market trends which can help to make informed decisions about assortment planning and marketing. Ultimately, by leveraging search data in the assortment planning process, retailers can optimize their product offerings and improve the overall customer experience.

Objectives

* Imputing NULLS in the weekly search volumes.
* Apply clustering techniques to group the search terms.
* Profiling the clusters (For example: Declining, Emerging, Saturated).