

Customer Segmentation Analysis – Basic Level

Project Overview

This project performs **customer spending analysis and segmentation** using Python and Pandas.

The goal is to identify high-value customers and classify customers into meaningful segments based on their monthly spending behavior.

This type of analysis helps businesses improve **marketing strategies, customer targeting, and retention planning**.

Objective

- Analyze customer spending data
- Identify high-value customers
- Segment customers into:
 - Premium
 - Standard
 - Low

Tools & Technologies

- Python
- Pandas

Dataset

The dataset contains basic customer information:

Column	Description
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CustomerID	Unique customer identifier
Age	Customer age
MonthlySpend	Monthly spending amount
VisitsPerMonth	Number of visits per month

Analysis Performed

- Average monthly spending
- Maximum and minimum spending
- Identification of high-value customers
- Customer segmentation using business rules

Business Logic for Segmentation

- **Premium**: $\text{MonthlySpend} \geq 10000$
- **Standard**: $\text{MonthlySpend} \geq 5000$ and < 10000
- **Low**: $\text{MonthlySpend} < 5000$

Key Insights Generated

- Overall spending behavior of customers
- List of high-value customers
- Customer categories for targeted marketing