

# Week 7 Deliverables

Members: Uthej Goud

Email: [goudtigulla@gmail.com](mailto:goudtigulla@gmail.com)

Country: Ireland

College: Griffith College Dublin

Specialization: Data Science

Submitted To: Data Glacier

Date: 24/07/2021

Batch Name: LISUM01

## **Problem Description:**

XYZ bank wants to roll out Christmas offers to their customers. But Bank does not want to roll out same offer to all customers instead they want to roll out personalized offer to particular set of customers. If they manually start understanding the category of customer then this will be not efficient and also they will not be able to uncover the hidden pattern in the data (pattern which group certain kind of customer in one category). Bank approached ABC analytics company to solve their problem. Bank also shared information with ABC analytics that they don't want more than 5 group as this will be inefficient for their campaign.

## **Business Understanding:**

Customer segmentation is the process of grouping customers together based on common characteristics. These customer groups are beneficial in marketing campaigns, in identifying potentially profitable customers, and in developing customer loyalty. In the case of this problem the bank has requested us to create a customer segmentation model that can help them to target different customers with different Christmas Offers.

## **Project lifecycle along with deadline:**

Project timeline starting 19<sup>th</sup> July 2021

- Week 1: Data Exploration and Understanding the Problem
- Week 2: EDA and Further Cleaning of Data and Data preparation
- Week 3: Create the model
- Week 4: Model Improvements and Documentation of EDA
- Week 5: Model Evaluation and Further Documentations
- Week 6: Preparation of Final Documentation and Testing
- Week 7: Final Submission

Deadline day for submission 30<sup>th</sup> August 2021.

github repo: [https://github.com/uthej12/Customer\\_Segmentation](https://github.com/uthej12/Customer_Segmentation)

