

Project Charter

Project Title : Mall Customer Segmentation

Project manager : Varsha Sinha

Start Date : 13/07/2024

End Date : 17/07/2024

Objectives :

To segment customers based into distinct group based on their purchase behaviour history to help tailor marketing strategies accordingly.

Scope :

- Date Cleaning :

Collection and preprocessing of the data which includes handling missing values, ensuring correct data type, remove duplicates, handling outliers, and normalization

- Exploratory Data Analysis :

Performing EDA to understand relationship between features, analyze trends in data

- Customer segmentation into different clusters:

Apply K-Means clustering algorithm to segment customers into different groups based on age, gender, annual income, and spending scores.

- Visualization :

Use matplotlib and seaborn to present insights and clusters

Create dashboard to present insights interactively

Deliverables :

Clean customer data

Useful insights from EDA

Clustering details

Customers group report consisting of detailed interpretation and characteristics.

Dashboard for detailed and easy to interpret visualizations