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