You own a supermarket mall and through membership cards, you have some basic data about your customers like Customer ID, age, gender, annual income, and spending score. Spending Score is something you assign to the customer based on your defined parameters like customer behavior and purchasing data.

Problem Statement
You own the mall and want to understand the customers who can easily converge [Target Customers] so that the information can be given to the marketing team to plan the strategy accordingly.
It is a customer segmentation problem.