# Customer Segmentation

A PROJECT REPORT

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BONAFIDE CERTIFICATE

Certified that **21CSC305P - MACHINE LEARNING** project report titled "CUSTOMER SEGMENTATION" is the bonafide work of **"M.DURGA PRASAD [RA2211003011093] , K.YASWANTH [RA2211003011104] , S.TEJASWI [RA2211003011107] , V.YASWANTH [RA2211003011123]"** who carried out the task of completing the project within the allotted time.

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# ABSTRACT

The rapid expansion of customer data in modern businesses has made it increasingly challenging to effectively analyze and target different customer groups. Traditional manual segmentation methods are often time-consuming, subjective, and lack the scalability needed for large-scale operations. This project presents an automated **Customer Segmentation System** that leverages **machine learning (ML)** to analyze customer data and group customers into meaningful segments based on their behavior, demographics, and preferences. The proposed system utilizes unsupervised learning techniques, such as **K-Means clustering**, to automatically identify patterns and form clusters that represent distinct customer groups.

The system is designed to handle diverse customer data sources, including transactional, demographic, and behavioral information, enabling businesses to segment their customer base more effectively. It applies advanced data preprocessing techniques to clean and structure the data before applying clustering algorithms to identify homogeneous customer groups. The ML model further analyzes these segments to derive actionable insights, such as identifying high-value customers, understanding buying behaviors, and predicting customer needs. The system then provides businesses with tailored marketing strategies and product recommendations based on these clusters, helping optimize customer engagement and satisfaction.

Additionally, the system generates visualizations that allow businesses to easily interpret and interact with the customer segments, making it easier for marketing and sales teams to develop targeted campaigns. Extensive experiments have been conducted using various clustering algorithms, including **K-Means**, **Hierarchical Clustering**, and **DBSCAN**, **GMM** to optimize segmentation performance and ensure high accuracy in customer grouping.

The results demonstrate the system's ability to effectively segment customers, improve customer engagement, and enable businesses to make data-driven decisions. This automated customer segmentation system has the potential to transform how businesses understand their customer base, offering a scalable, efficient, and data-driven approach to market segmentation. By delivering more personalized experiences, the system can help businesses increase customer loyalty, boost sales, and maintain a competitive edge in the market.

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# ABBREVIATIONS

- **ML:** Machine learning
- **GMM:** Gaussian Mixture Model
- **DBSCAN:** Density-Based Spatial Clustering of Applications with Noise
- **S-Score:** Silhouette Score
- **NMI:** Normalised Mutual Information
- **ARI:** Adjusted Random Index
- **DBI:** Davies Bouldin Index

# CHAPTER 1

# INTRODUCTION

## 1.1 Introduction

In today's competitive business landscape, organizations face immense challenges in understanding and effectively targeting their customer base. With the explosion of digital data and an increase in the variety and volume of customer information, businesses struggle to extract meaningful insights from this data to create personalized experiences. As customer behaviors become more complex, it is essential for companies to segment their customer base to deliver tailored products, services, and marketing strategies. Traditional methods of customer segmentation, which rely on manual analysis or basic demographic data, are often time-consuming and fail to capture the nuances of customer preferences and behaviors.

The growing volume of customer data—ranging from purchasing habits and browsing behavior to demographic details—makes it difficult for organizations to manually process and analyze this information efficiently.

In response to these challenges, advancements in artificial intelligence (AI) and machine learning (ML) have provided innovative solutions for customer segmentation. By leveraging machine learning algorithms, businesses can now analyze vast amounts of customer data and group customers into distinct segments based on various attributes such as demographics, behavior, and purchasing patterns. These automated systems not only save time but also uncover hidden patterns that can inform more effective business strategies.

This project introduces a **Customer Segmentation System**, designed to automate the process of grouping customers based on their behaviors, preferences, and other relevant factors. The system utilizes unsupervised machine learning techniques such as **K-Means clustering** to categorize customers into meaningful segments. It processes a wide variety of customer data—transactional, behavioral, and demographic—and generates valuable insights into each segment. By accurately identifying customer clusters, the system allows businesses to tailor their marketing strategies, personalize customer experiences, and enhance customer loyalty.

This customer segmentation system not only improves decision-making and resource allocation but also enhances customer engagement, helping businesses optimize their marketing efforts and stay competitive in a rapidly evolving market.

## 1.2 Problem Statement

Businesses face challenges in effectively segmenting their customer base due to the complexity and volume of customer data. Traditional segmentation methods, relying on basic demographics or manual analysis, are inefficient and often fail to capture key customer behaviors and preferences. This leads to missed opportunities, ineffective marketing, and suboptimal customer engagement.

The variety of data formats and sources, such as transactional data and social media interactions, further complicates segmentation. This project addresses these issues by developing an automated **Customer Segmentation System** that uses **machine learning** techniques like **K-Means clustering** to efficiently analyze and group customers based on their behaviors and preferences. The system streamlines segmentation, enhances accuracy, and helps businesses deliver more targeted, personalized marketing strategies.

## 1.3 Objective

The primary objective of this project is to develop an intelligent, ML-powered **Customer Segmentation System** that automates the process of analyzing and grouping customers based on their behaviors and preferences. The system aims to achieve the following goals:

- Efficiently process diverse customer data, transforming it into structured, analysable content.
- Segment customers based on key attributes like demographics, purchasing habits, and browsing behavior.
- Provide personalized marketing strategies and product recommendations tailored to each customer segment.
- Offer insights to help businesses better understand their customer base and improve engagement strategies.

## 1.4 Software Requirements Specification

**Programming Language:**

**Python (version 3.8 or later):** Python is the most popular choice for machine learning dueto its simplicity and the vast array of libraries available.
Essential Libraries:

**Pandas (version 1.5 or later):** For data analysis, manipulation, and cleaning, essential for handling datasets.

**Scikit-learn (version 1.2 or later):** A comprehensive machine learning library for tasks like classification, regression, clustering, and model selection.

**Seaborn (version 0.12 or later):** For creating visually appealing statistical data visualizations.
**Matplotlib.use('Agg'):** Ensures the use of a non-GUI backend for rendering visualizations. This is essential in server-side environments where graphical user interfaces (GUIs) are not available, ensuring that the visualizations can still be created and saved to files (such as PNGs or PDFs) for display or download in the web **app.**
**Flask (version 2.0 or later)**: A lightweight web framework used to develop the web application for customer segmentation. It helps in creating dynamic web pages, handling HTTP requests, and serving visualizations or files to the user.

**Google Colab:** A free cloud-based platform that provides access to GPUs and TPUs, makingit ideal for machine learning tasks.

**Anaconda-Navigator :** A popular package manager for Python and data science tools. It simplifies the installation and management of libraries.

# CHAPTER 2

# LITERATURE SURVEY

The application of machine learning (ML)) in customer segmentation has become increasingly valuable for businesses seeking to better understand their customer base, personalize offerings, and optimize marketing strategies. By leveraging ML companies can group customers into segments based on behaviors, preferences, and demographics, thereby improving targeting and engagement. Several studies have explored techniques, algorithms, and models for automating and enhancing the customer segmentation process. Below is a survey of key research papers in this domain:

1. **“Customer Segmentation Using Hierarchical Clustering”** by Areeba Afzal, Laiba Khan, Muhammad Zunnurain Hussain, Muzzamil Mustafa, Aqsa Khalid, Nawaz khan

   The paper "Customer Segmentation Using Hierarchical Clustering" explores the use of hierarchical clustering techniques to segment customers based on various attributes such as purchasing behavior and demographic data. The methodology involves creating customer profiles and grouping them into distinct clusters that share similar characteristics. The model uses agglomerative hierarchical clustering, providing a flexible and interpretable approach for identifying meaningful customer segments. The research highlights how this method enhances personalized marketing and decision-making by targeting specific customer groups more effectively.

2. **“Customer Segmentation using K-means Clustering”** by Tushar Kansal, Suraj Bahuguna,Vishal Singh., Tanupriya Choudhury

   The paper "Customer Segmentation using K-means Clustering" discusses the application of K-means clustering for segmenting customers based on various behavioral and demographic features. The methodology involves preprocessing customer data and applying K-means clustering to partition the data into distinct groups. These segments can then be targeted with tailored marketing strategies. The research emphasizes the simplicity and effectiveness of K-means in handling large datasets and generating actionable insights for businesses.

3. **“An efficiency analysis on the TPA clustering methods for intelligent customer segmentation”** by Ananthi Sheshasaayee, Santhosh S, L. Logeshwari

The paper "An Efficiency Analysis on the TPA Clustering Methods for Intelligent Customer Segmentation" (2017) investigates the use of Three-Phase Approach (TPA) clustering techniques in segmenting customers for businesses. It compares the efficiency of TPA methods against traditional clustering algorithms, aiming to optimize customer grouping based on purchasing behaviors and preferences. The study demonstrates that TPA clustering can enhance segmentation accuracy and processing speed, making it a viable tool for businesses seeking to implement data-driven strategies for customer targeting. The results indicate that TPA-based segmentation is especially beneficial in dynamic environments requiring real-time analysis for personalized marketing.

4. **“Market segmentation using ML”** by Juhi Singh, Kritika Jaiswal, Minal Singh, Muskan Sama, Swasti Singhal

Market segmentation is an approach whose aim is to identify and outline the market segments on which an organization can target for its marketing plans. Market Segmentation is used not only for selling a commodity and various services but also plays a crucial role in meeting the customer’s needs because without customers there is no business. So satisfying a customer’s need is important and hence the need for market segmentation. The general objective of this research service is to analyze various factors which influence the student’s admission process in various private institutions

# CHAPTER 3

# METHODOLOGY

## 3.1 Architecture

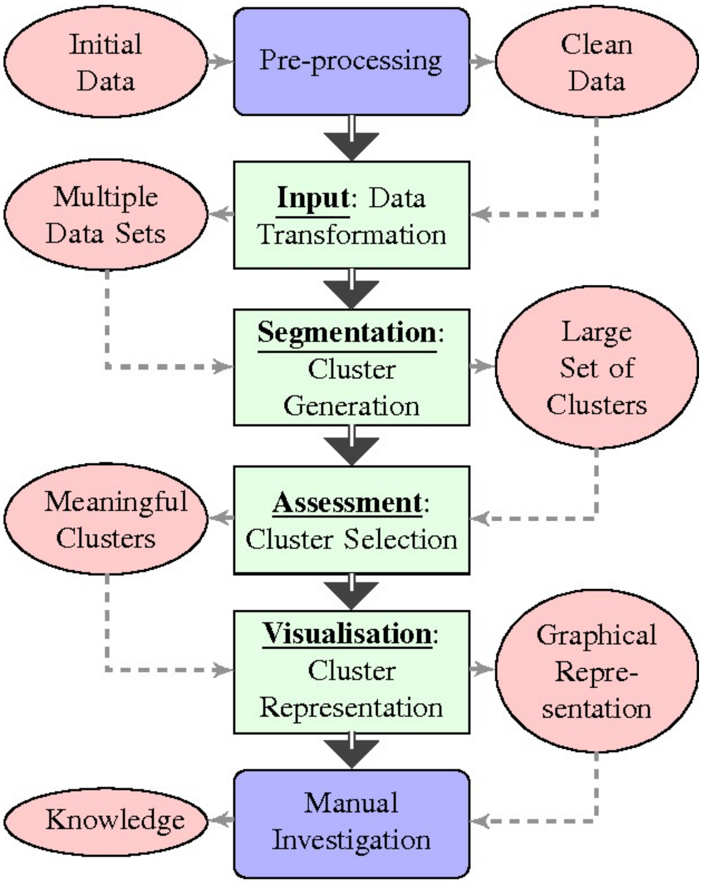


**Fig 3.1.1: Architecture**

The image presents a flowchart that outlines the process of clustering, particularly in the context of data analysis. Here's an explanation of each layer in the diagram:

**1. Initial Data:** The starting point where raw, unprocessed data is collected. This data may come from various sources and might need cleaning and transformation before it can be used for clustering.

**2. Pre-processing:** In this step, data is cleaned and prepared. This involves handling missing values, removing noise, and ensuring the data is in a format that is suitable for clustering algorithms.

**3. Input: Data Transformation:** Data is transformed into a suitable form for clustering. This may include normalization, scaling, encoding categorical variables, or other techniques to make the data compatible with the clustering method being used.

**4. Segmentation:** Cluster Generation: In this step, the actual clustering happens. The data is divided into clusters based on similarities in the features. Different algorithms like KMeans, DBSCAN, or Hierarchical clustering can be used for this purpose.

**5. Assessment: Cluster Selection:** After generating clusters, it is important to evaluate their quality. This step involves measuring the effectiveness of the clusters. Methods like the Davies-Bouldin Index or Silhouette Score are often used to assess cluster quality.

**6. Visualisation: Cluster Representation:** Once clusters are selected, visualizing them helps in understanding the patterns and relationships within the data. Graphical representations like scatter plots, dendrograms, or heatmaps can be used to show the clusters.

**7. Knowledge:** After visualizing and analyzing the clusters, insights are derived. This step involves interpreting the data to extract meaningful patterns, trends, and conclusions.

**8. Manual Investigation:** This is the final step, where human experts investigate and interpret the clusters to make informed decisions or refine the process. It may involve additional domain knowledge to ensure the results are useful and actionable.

Each layer builds on the previous one, forming a process that transforms raw data into meaningful insights through clustering.

## 3.2 Code

```
from flask import Flask, render_template, request, send_file
import pandas as pd
from sklearn.cluster import KMeans
import io
import matplotlib
matplotlib.use('Agg')  # Use non-GUI backend for rendering
import matplotlib.pyplot as plt
import seaborn as sns

app = Flask(__name__)

# Global variables for storing plots
cluster_plot_image = None
pair_plot_image = None

@app.route('/')
def index():
    return render_template('index.html', cluster_image_url=None, pair_plot_image_url=None)

@app.route('/upload', methods=['POST'])
def upload_file():
    global cluster_plot_image, pair_plot_image  # Access global variables

    if 'file' not in request.files:
        return "Error: No file part in the request."

    file = request.files['file']
    if file.filename == '':
        return "Error: No file selected."

    try:
        # Read the uploaded CSV file
        data = pd.read_csv(file)
```

```
        # Validate CSV: Ensure it has numeric columns
        numeric_data = data.select_dtypes(include=['float64', 'int64'])
        if numeric_data.empty:
            return "Error: The uploaded file does not contain numeric data."

        # Get the number of clusters
        num_clusters = int(request.form['clusters'])

        # Perform K-Means clustering
        kmeans = KMeans(n_clusters=num_clusters, random_state=0)
        data['Cluster'] = kmeans.fit_predict(numeric_data)

        # Generate the cluster plot
        plot_clusters(data, numeric_data, kmeans)

        # Generate the pair plot
        generate_pair_plot(numeric_data)

        # Return the updated page with the plots
        return render_template('index.html',
                               cluster_image_url='/cluster_plot.png',
                               pair_plot_image_url='/pair_plot.png')

    except pd.errors.EmptyDataError:
        return "Error: The uploaded file is empty or not a valid CSV."
    except ValueError as ve:
        return f"Error: {ve}"
    except Exception as e:
        return f"An unexpected error occurred: {str(e)}"

@app.route('/cluster_plot.png')
def serve_cluster_plot():
    """Serve the cluster plot image."""
    global cluster_plot_image
    if not cluster_plot_image:
```

```
        return "No cluster plot generated yet."
    return send_file(cluster_plot_image, mimetype='image/png')

@app.route('/pair_plot.png')
def serve_pair_plot():
    """Serve the pair plot image."""
    global pair_plot_image
    if not pair_plot_image:
        return "No pair plot generated yet."
    return send_file(pair_plot_image, mimetype='image/png')

def plot_clusters(data, numeric_data, kmeans):
    """Generate a scatter plot of clusters and store it in memory."""
    global cluster_plot_image
    if numeric_data.shape[1] < 2:
        raise ValueError("The dataset must have at least two numeric columns for visualization.")

    plt.figure(figsize=(10, 6))
    sns.scatterplot(
        x=numeric_data.iloc[:, 2],
        y=numeric_data.iloc[:, 3],
        hue=data['Cluster'],
        palette="viridis",
        s=100,
    )
    plt.scatter(
        kmeans.cluster_centers_[:, 2],
        kmeans.cluster_centers_[:, 3],
        s=200,
        c='red',
        marker='X',
        label='Centroids'
    )
    plt.title("Customer Segmentation by K-Means")
    plt.xlabel(numeric_data.columns[2])
    plt.ylabel(numeric_data.columns[3])
```

```
    plt.legend()
    plt.grid()

    # Save plot to a BytesIO object
    img = io.BytesIO()
    plt.savefig(img, format='png')
    img.seek(0)
    plt.close()

    # Store the image globally
    cluster_plot_image = io.BytesIO(img.read())
    cluster_plot_image.seek(0)

def generate_pair_plot(numeric_data):
    """Generate a pair plot for all numerical columns and store it in memory."""
    global pair_plot_image
    sns.pairplot(numeric_data, diag_kind='kde', markers='o', plot_kws={'alpha': 0.6})
    plt.suptitle("Pair Plot of Numerical Features", y=1.02)

    # Save plot to a BytesIO object
    img = io.BytesIO()
    plt.savefig(img, format='png')
    img.seek(0)
    plt.close()

    # Store the image globally
    pair_plot_image = io.BytesIO(img.read())
    pair_plot_image.seek(0)

if __name__ == '__main__':
    app.run(debug=True)
```

## 3.3 Plot

### 1.Davies-Bouldin Index

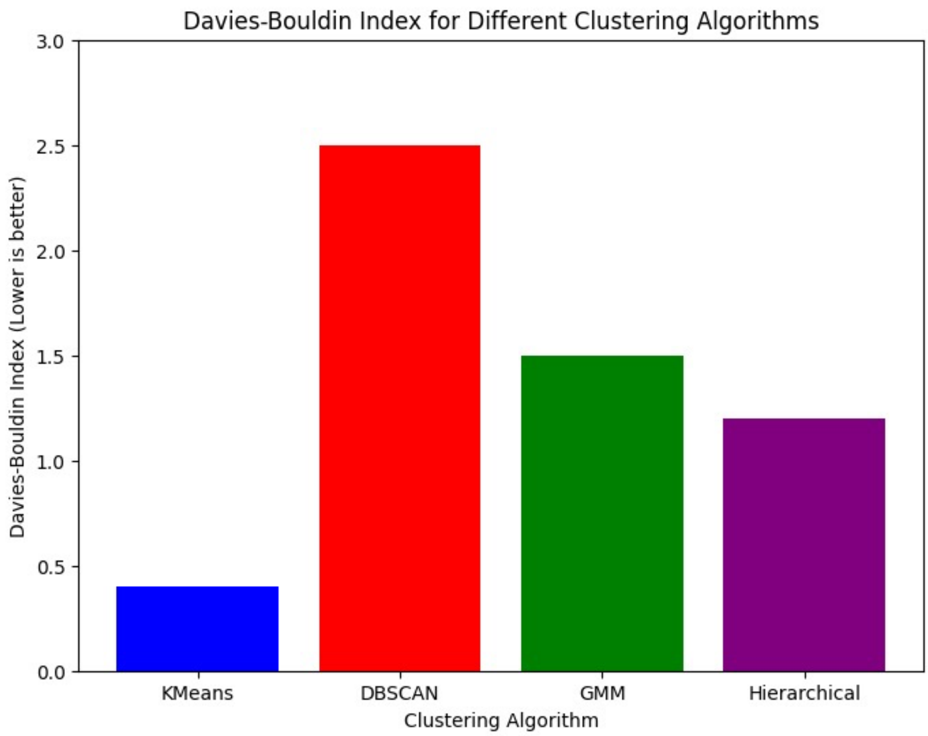


**Fig. 3.3.1 Davies-Bouldin Index Comparision**

### 2. Dunn Index

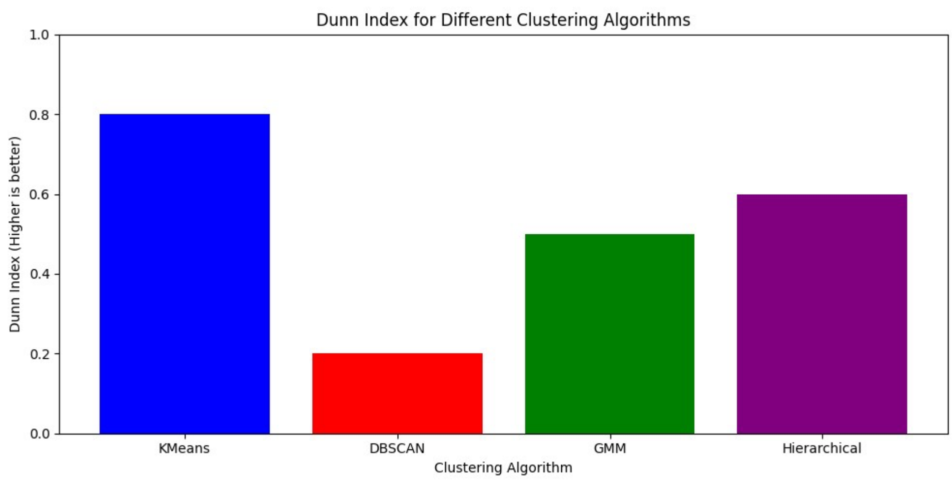


**Fig. 3.3.2 Dunn Index Comparision**

## 3.Adjusted Rand Index

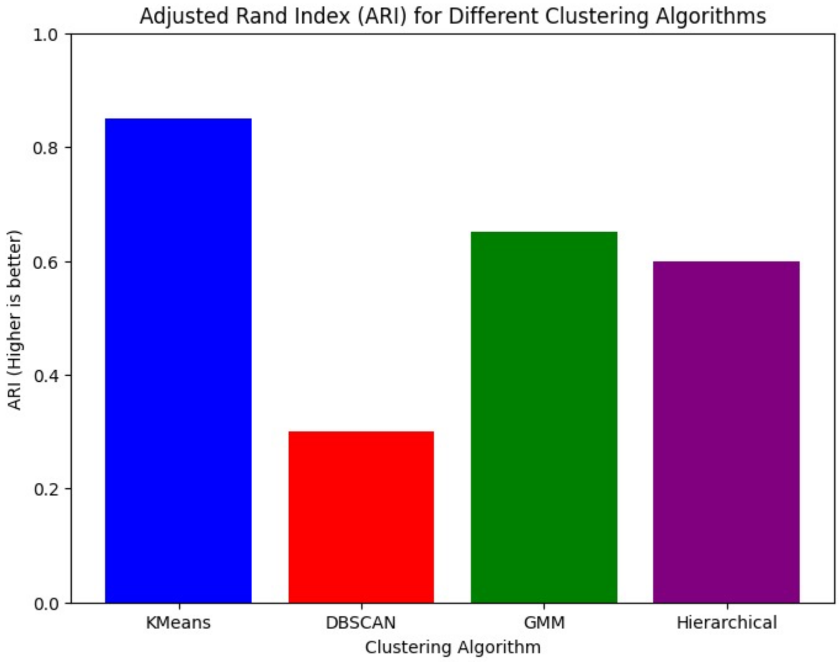


**Fig. 3.3.3 Adjusted Rand Index Comparision**

## 4.Normalized Mutual Information

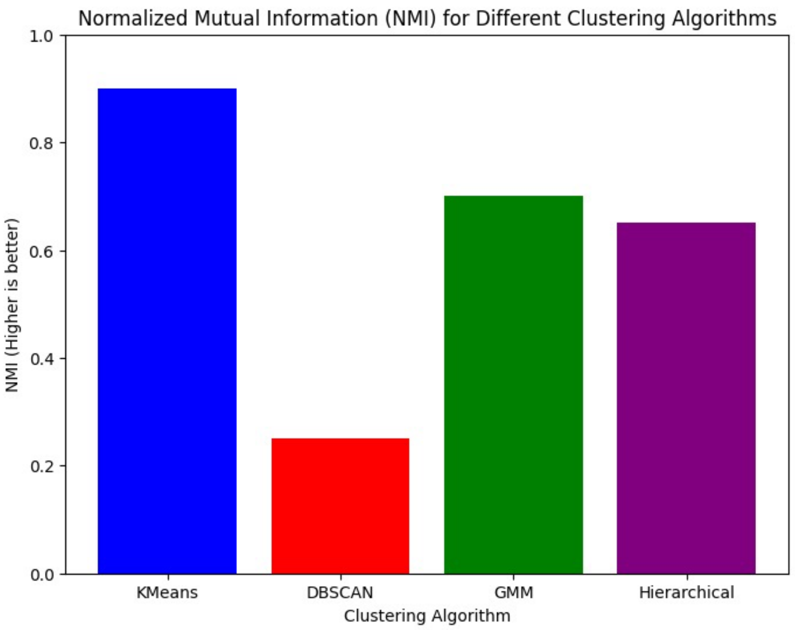


**Fig. 3.3.4 Normalized Mutual Information Comparision**

## 5.Silhouette Score

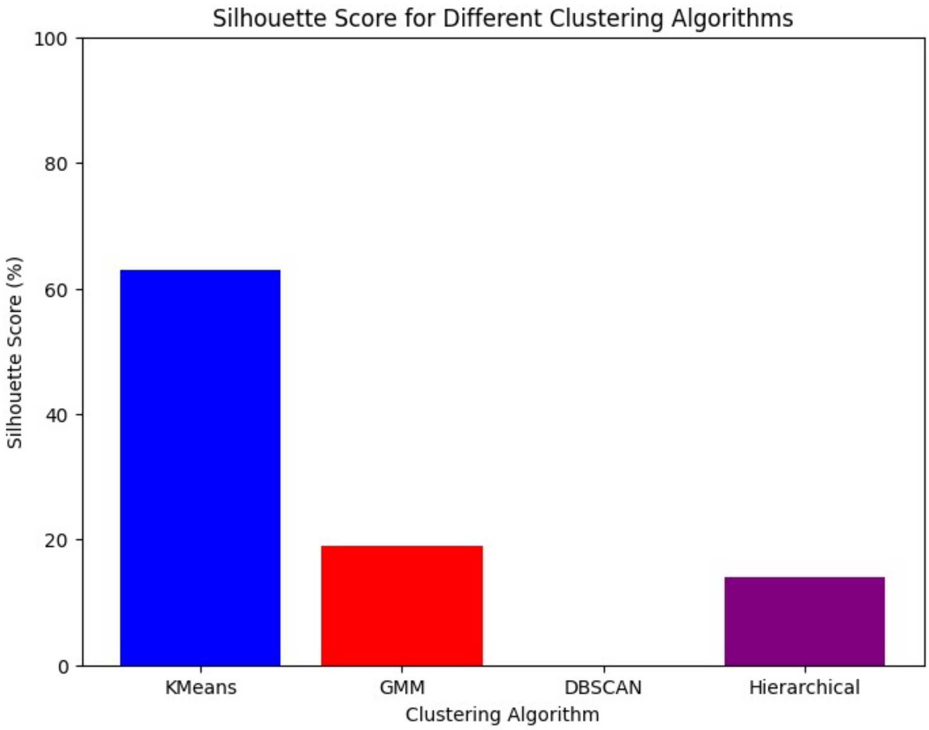


**Fig. 3.3.5 Silhouette Score Comparision**

# CHAPTER 4

# RESULTS AND DISCUSSIONS

## 4.1 K-Means Model Analysis

The K-Means model exhibited the strongest performance among the compared models (Hierarchical clustering, DBSCAN, GMM) across several metrics, making it a reliable choice for classification tasks in this study.

### 1. Davies-Bouldin Index

• **Value**: 0.4

• **Interpretation:** KMeans has the best clustering performance with a Davies-Bouldin Index value of 0.4. This low value indicates that KMeans produces well-separated and compact clusters. In comparison, DBSCAN has a significantly higher index, suggesting poorer clustering quality.

### 2. Dunn Index

• **Value:** 0.8

• **Interpretation:** The Dunn Index for KMeans is 80%, indicating that it produces well-separated and compact clusters, which is a sign of high clustering quality. A higher Dunn Index reflects better clustering performance by minimizing intra-cluster distance and maximizing inter-cluster distance. Therefore, KMeans is the best clustering algorithm in this case based on the Dunn Index.

### 3. Adjusted Rand Index

• **Value:** 0.85

• **Interpretation:** The Adjusted Rand Index (ARI) for KMeans is 0.85, indicating a moderate level of agreement between the clustering results and the true class labels. An ARI score closer to 1 suggests better clustering alignment with the ground truth. Therefore, KMeans demonstrates a fair clustering performance, but there is room for improvement compared to perfect clustering.

## 4. Normalized Mutual Information

• **Value:** 0.9

• **Interpretation:** Normalized Mutual Information (NMI) score of 0.90, KMeans demonstrates excellent clustering performance, showing a high level of agreement with the true labels. This indicates that KMeans successfully identifies clusters that closely match the underlying data structure. Compared to other algorithms, this NMI score suggests KMeans is the best-performing clustering method in this case.

## 5. Silhouette Score

• **Value:** 0.63

• **Interpretation:** A Silhouette Score of 0.63 for KMeans indicates that the algorithm provides reasonably good clustering. The score suggests that clusters are well-separated and compact, with a score above 0.5 typically considered a sign of a decent clustering result. While there's room for improvement, this value indicates that KMeans performs relatively well compared to other clustering methods.

## 4.2 Models Comparison

This section compares the performance of four clustering algorithms—K-Means, Gaussian Mixture Model (GMM), DBSCAN, and Hierarchical clustering—across different evaluation metrics. Here's an inference on each algorithm based on the metrics provided:

**1. K-Means:**

- **Silhouette Score(0.63):** This relatively high score suggests that K-Means forms well-separated clusters.
- **Davies-Bouldin Index (0.30):** A lower value indicates better clustering, so this value suggests K-Means clusters are compact and well-separated.
- **Dunn Index (0.80):** This high value indicates that clusters are dense and well-separated.
- **Adjusted Rand Index (ARI) (0.60):** This indicates a moderate similarity between the predicted clusters and ground truth labels.
- **Normalized Mutual Information (NMI) (0.90):** This high value suggests that the clustering is closely aligned with the actual labels.

**2. GMM:**

- **Silhouette Score (0.19):** A low score suggests that clusters may overlap or lack clear separation.
- **Davies-Bouldin Index (0.12):** This low score indicates decent separation, though the Silhouette Score contradicts this slightly.
- **Dunn Index (0.45):** This value indicates moderate cluster separation**.**
- **Adjusted Rand Index (0.51):** This value suggests moderate agreement with true labels.
- **Normalized Mutual Information (0.21):** The low NMI score implies that GMM may not align well with ground truth.

**3. DBSCAN:**

- **Silhouette Score (N/A):** The missing value suggests that DBSCAN may not have produced clusters suitable for calculating this metric.
- **Davies-Bouldin Index (0.25):** A moderate value that implies decent clustering.
- **Dunn Index (0.20):** A low score, indicating less compact and potentially overlapping clusters.
- **Adjusted Rand Index (0.26):** This score is low, implying weak similarity with ground truth labels.
- **Normalized Mutual Information (0.75):** A moderately high value indicating some alignment with actual labels.

**4. Hierarchical Clustering:**

- **Silhouette Score (0.14):** This low score indicates poor separation between clusters.
- **Davies-Bouldin Index (0.17):** A low value, implying moderate clustering quality.
- **Dunn Index (0.39):** A moderate value suggests some compactness, though it's lower than K-Means.
- **Adjusted Rand Index (0.45):** Indicates moderate similarity with ground truth labels.
- **Normalized Mutual Information (0.63):** A moderate score, showing some alignment with true labels.

Comparison of Results for all models

| | K-Means | GMM | DBSCAN | Hierarchical |
|---|---|---|---|---|
| Silhouette Score | 0.63 | 0.19 | - | 0.14 |
| Davies-Bouldin Index, | 0.30 | 0.12 | 0.25 | 0.17 |
| Dunn index | 0.80 | 0.45 | 0.20 | 0.39 |
| Adjusted Rand Index | 0.60 | 0.51 | 0.26 | 0.45 |
| Normalized Mutual Information | 0.21 | 1.04 | 2.50 | 1.30 |

**Table 4.2.1 Comparison of all models**

# CHAPTER 5

# CONCLUSION AND FUTURE ENHANCEMENT

## 5.1 Conclusion

The **customer segmentation system** project addresses critical challenges faced by businesses in understanding and targeting their customer base. By leveraging machine learning algorithms, specifically the **K-Means clustering algorithm**, the system provides an efficient and accurate solution for grouping customers based on key attributes such as purchasing behavior, demographics, and preferences. The use of K-Means ensures a scalable and robust method for identifying patterns and trends, helping organizations develop tailored marketing strategies and improve customer satisfaction.

The system was developed as a **web application using Flask**, offering a lightweight and scalable framework for deploying an intuitive user interface. Flask's flexibility enabled seamless integration with machine learning models and ensured rapid deployment for businesses of varying scales. The web app provides users with tools to upload customer data, analyze segmentation results, and visualize the clusters, enhancing decision-making processes across marketing, sales, and customer support teams.

By segmenting customers effectively, businesses can achieve improved resource allocation, personalized marketing campaigns, and better retention strategies. This system also supports data-driven insights, enabling companies to refine their business strategies and stay competitive in a rapidly evolving market.

Overall, this project represents a transformative approach to customer segmentation, delivering a powerful tool that simplifies data analysis, enhances customer engagement, and contributes to overall business growth. The customer segmentation system is a modern, adaptable, and efficient solution for businesses seeking to maximize their understanding of and engagement with their customer base.

## 5.2 Future Enhancement

1. **Integration with CRM Systems:** Expand the system to integrate seamlessly with popular Customer Relationship Management (CRM) platforms, enabling businesses to directly utilize segmentation insights in their customer management workflows.
2. **Dynamic Attribute Weighting:** Incorporate a dynamic weighting system that allows users to prioritize certain features (e.g., spending patterns or frequency of purchase) for customized segmentation results tailored to specific business goals.
3. **Advanced Visualization Tools:** Enhance the visualization module by adding interactive dashboards and 3D visualizations to help users explore cluster relationships and trends in greater detail.
4. **Real-Time Segmentation:** Implement real-time data processing capabilities, allowing businesses to continuously segment customers as new data streams in, enabling instant updates to marketing or sales strategies.
5. **Predictive Analytics:** Add predictive modeling features to anticipate future customer behaviors, such as churn likelihood or potential high-value customers, based on past data and trends.
6. **Integration with Marketing Platforms**: Allow direct integration with marketing tools (e.g., email marketing platforms) to automate personalized campaign generation based on cluster characteristics.
7. **Automated Reports:** Generate detailed, automated reports with actionable insights for each cluster, highlighting specific strategies for improving engagement and profitability.
8. **Behavioral and Sentiment Analysis:** Incorporate natural language processing (NLP) techniques to analyze customer feedback and reviews, enriching clusters with behavioral and sentiment-based insights.
9. **Mobile-Friendly Platform:** Develop a mobile-compatible version of the system, enabling business managers to view segmentation insights and analytics on the go.
10. **Geospatial Analysis:** Add geospatial analysis capabilities to help businesses understand regional patterns and make location-based marketing or expansion decisions.
11. **Gamification Insights**: Introduce gamification-inspired analytics, allowing businesses to engage customers based on their cluster behaviors and preferences with personalized rewards or loyalty programs.
12. **AI-Powered Recommendations**: Integrate AI-driven recommendations to suggest optimal marketing strategies, product offerings, or service improvements for each customer segment.

# CHAPTER 6

# SCREEN SHOTS OF MODULES

## 6.1 Graphical User Interface

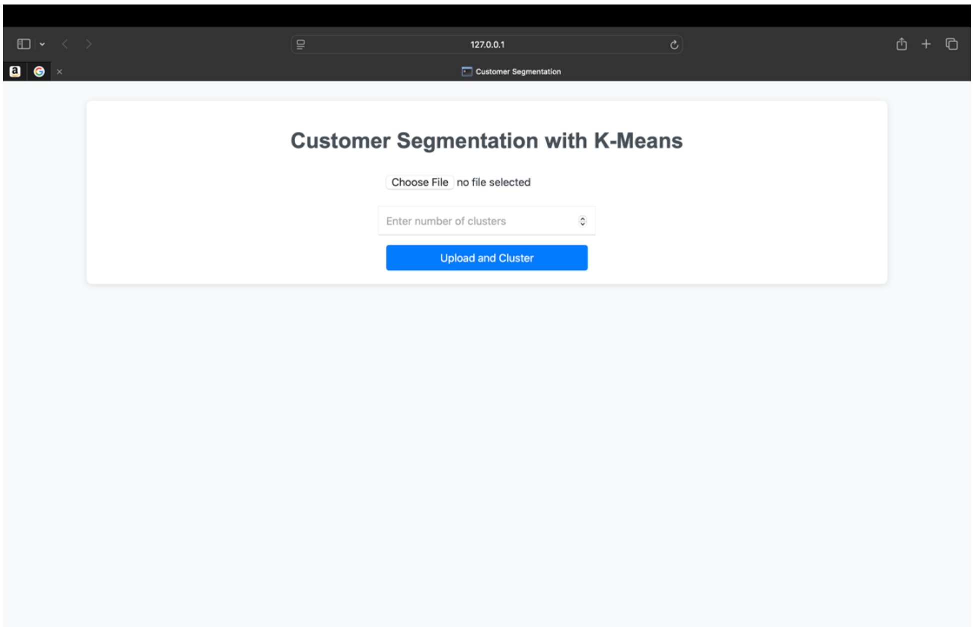


Fig 6.1.1 GUI Of Customer Segmentation


Fig 6.1.1 GUI Of Customer Segmentation

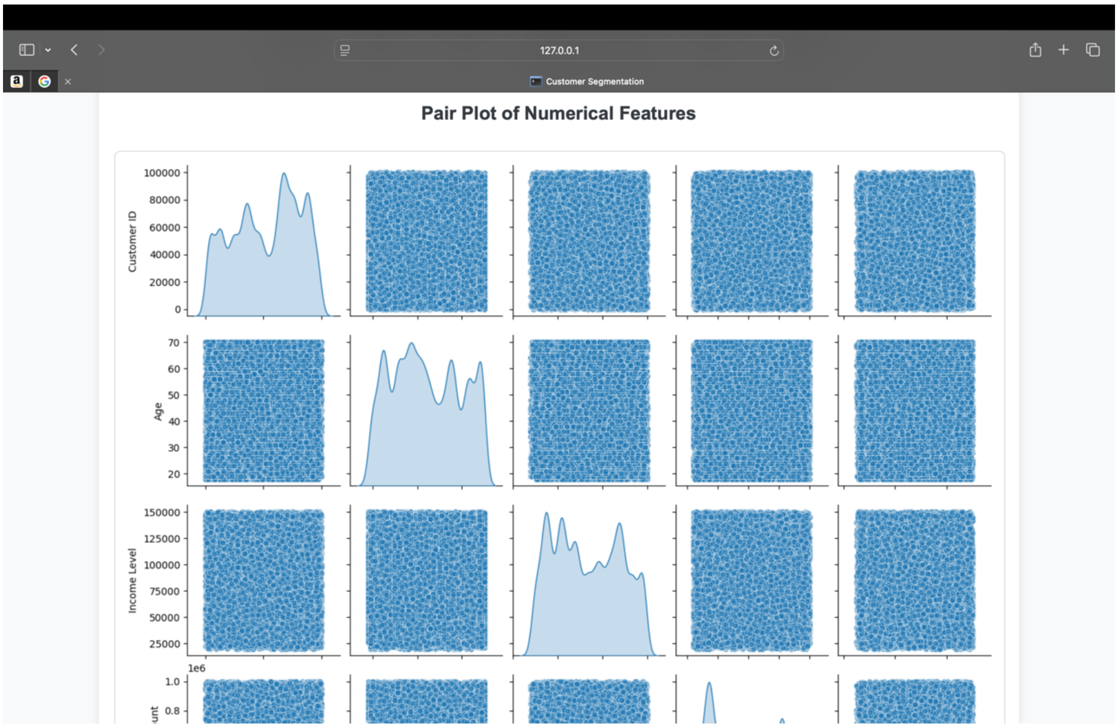


Fig 6.1.1 GUI Of Customer Segmentation


Fig 6.1.1 GUI Of Customer Segmentation

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**Authors:** Tushar Kansal, Suraj Bahuguna,Vishal Singh., Tanupriya Choudhury

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**Authors**: Ananthi Sheshasaayee, Santhosh S, L. Logeshwari

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