

Model Development Phase Template

Date	15 March 2024
Team ID	LTVIP2024TMID25001
Project Title	Customer Segmentation Using Machine Learning
Maximum Marks	5 Marks

Feature Selection Report Template

In the forthcoming update, each feature will be accompanied by a brief description. Users will indicate whether it's selected or not, providing reasoning for their decision. This process will streamline decision-making and enhance transparency in feature selection.

Feature	Description	Selected (Yes/No)	Reasoning
Customer ID	Unique identifier for each customer	No	Not required for segmentation; used only for identification.
Age	Age of the customer	Yes	Age influences purchasing behavior and preferences.
Gender	Customer's gender	Yes	Gender-based segmentation can help tailor marketing strategies.

Income	Annual income of the customer	Yes	Income level affects spending capacity and product preferences.
Marital Status	Marital status of the customer	Yes	Marital status can influence purchasing habits and needs.
Education	Highest level of education	Yes	Education can be a factor in determining lifestyle and purchasing decisions.
Location	Geographic location of the customer	Yes	Location helps in targeting regional promotions and offers.
Purchase History	Details of past purchases	Yes	Purchase history reveals customer preferences and loyalty.
Spending Score	Score based on spending habits	Yes	Useful for identifying high-value customers and their spending patterns.
Interests	Specific interests or hobbies	Yes	Helps in personalizing offers and marketing based on customer interests.