

Project Initialization and Planning Phase

Date	23 September 2024
Team ID	LTVIP2024TMID25001
Project Name	Customer Segmentation Using Machine Learning
Maximum Marks	3 Marks

Define Problem Statements (Customer Problem Statement Template):

The challenge of customer segmentation in modern business lies in the vast amount of data and the difficulty of accurately identifying distinct customer groups. Traditional methods often fail to capture nuanced behaviors, preferences, and demographics, leading to suboptimal marketing and service strategies. These issues affect customer engagement, retention, and overall satisfaction. By leveraging machine learning algorithms, we can automate the segmentation process, identifying meaningful patterns within customer data to offer personalized services. Our goal is to deliver a tailored, data-driven approach to improve customer experience and business outcomes.

I am	I am trying to	But	Because	Which makes me feel
A new customer	Explore product range	Overwhelmed by choices	Large product catalog and complex UI	Confused and frustrated

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A new customer	Explore product range	Overwhelmed by choices	Large product catalog and complex UI	Confused and frustrated
PS-2	A loyal customer	Received personalized	Disappointed by generic	I have been	Undervalued and overlooked

		offers	promotions	shoppin g here for years	
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