

## Model Development Phase Template

Date	23 September 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	<b>Gender-based segmentation can help tailor marketing strategies.</b>

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