Customer Persona Segmentation using Machine Learning

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Abstract: *A stylish woman influencer, who always does online shopping 12 hours a day on, online shopping websites like Amazon, Flipkart, Myntra, etc. as she, filters the category of her styling to look more attractive. For the overnights, she faced the problem of filtering every product but which was the trend the product would be out of stock in the market. So, We made to conclude thatthe markets in various industries shouldn't Make the product out of stock or overflow. Analyze the industry and provide enhanced accuracy for improving the strategies of the market which increase profits.*

Keywords: KMeans clustering, Exploratory Data Analysis (EDA)-RFM- Analysis, Stream lit library.

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DOI: 10.48175/IJARSCT-18071

ISSN
2581-9429
IJARSCT

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