Applying K Means Clustering Techniques on Retail Shop

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Abstract: *Implement a customer segmentation system using k-mean clustering for a Retail business. Collect Data and pre-processing to clear missing data and inconsistence data and then visualization to analysis(EDA), apply K-Means to divide customer into distinct groups based on purchasing behaviour. Analyse and create customer profiles for each segment to optimize marketing strategies and enhance customer Engagement. Main goal of in this project on price optimization, Increase revenue, brand awareness and increase relationship between customer and enhance marketing Strategies and increasing sales.*

Keywords: EDA

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