## **IJARSCT**



International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)

International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal

Volume 4, Issue 5, November 2024

## **Customer Personality Analysis**

Sumit A. Hirve<sup>1</sup>, Nilesh N. Thorat<sup>2</sup>, Sakshi Tambe<sup>3</sup>, Vaishnavi Naidu<sup>4</sup>, Aditya Upadhye<sup>5</sup>, Shivraj Yadav<sup>6</sup> Students, Department of Computer Science Engineering<sup>1-5</sup> Guide, Department of Computer Science Engineering<sup>6</sup> MIT Arts Design and Technology University, Pune, India

**Abstract:** One kind of machine learning technique that can be used to examine customer data and find recurring themes and characteristics within a collection of consumers is called unsupervised learning. Businesses can build client groups with unique personality traits by employing clustering techniques to group like consumers together. This enables them to better target each segment with their marketing and sales activities. Large volumes of data may be used to train unsupervised learning algorithms, which makes them effective tools for businesses trying to better understand and cater to their clientele.

Keywords: machine learning.



