APPROACH

Step 1: Location (split into tiers)
Step 2: Data cleaning
- bin into product category
- bin customers via age gender (bin via into interquartile range)
- bin customers via gender (if available)
- bin into RFM via our own/ industry benchmark (need to define)

Step 3: Customer Clustering/ segmentation
- K-means clusters
    - variables
        - Age
        - Product category
        - Gender (KIV)
        - Monetary value (binned)
        - Recency
        - Frequency

Step 4: Customer profiling based on Z score method
- profile by commonly purchased products by cluster members, age range

*KIV price sensitivity based on customer segments - will require a separate model