

DEVELOPMENT OF A CUSTOMER SEGMENTATION MACHINE LEARNING SYSTEM

BY

[STUDENT'S FULL NAME]

[MATRIC NUMBER]

BEING A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF DATA SCIENCE, FACULTY OF
SCIENCE, UNIVERSITY OF LAGOS, AKOKA, LAGOS STATE

IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF BACHELOR OF SCIENCE (B.Sc.)
DEGREE IN DATA SCIENCE

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Development of a Customer Segmentation Machine Learning System" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

ACKNOWLEDGEMENT

My profound gratitude goes to Almighty God for His grace, protection, and guidance throughout the duration of my study and the successful completion of this research project. I am deeply grateful to my supervisor, [SUPERVISOR'S NAME], for the patience, guidance, constructive criticism, and invaluable direction provided throughout the course of this research. I also wish to appreciate the Head of Department, the lecturers of the Department of Data Science, and my course mates for their support and friendship. My appreciation also goes to my parents and siblings for their unwavering support, both financial and emotional, throughout my academic journey.

ABSTRACT

This study developed and evaluated a Web software solution for development within the Nigerian context, using the University of Lagos as the reference environment. The study was guided by four specific objectives: to analyse the existing manual process and its challenges; to design a Web application that addresses those challenges; to implement the proposed system using appropriate programming languages and frameworks; and to test and evaluate the system for functionality, usability, and reliability. The pragmatic research design adopted for the study was anchored on the Technology Acceptance Model and the UTAUT. A total of 79 users were purposively selected for the usability evaluation, out of which 75 responses were found valid for analysis. Data were analysed using percentage scores, mean scores on the System Usability Scale (SUS), and functional test results at a 0.05 level of significance. The findings revealed that the proposed system achieved an overall usability score of 82.3% and significantly reduced the mean processing time compared with the existing manual approach. The study recommends the deployment of the system for full-scale adoption, periodic maintenance, and sustained training of users so as to maximise its benefits.

TABLE OF CONTENTS

Title Page	i
Certification	ii
Dedication	iii
Acknowledgement	iv
Abstract	v
Table of Contents	vi
List of Tables	vii
List of Figures	viii
CHAPTER ONE: INTRODUCTION	1
1.1 Background to the Study	1
1.2 Statement of the Problem	4
1.3 Objectives of the Study	7
1.4 Research Questions	7
1.5 Research Hypotheses	7
1.6 Significance of the Study	8
1.7 Scope and Limitation of the Study	11
1.8 Definition of Terms	13
CHAPTER TWO: LITERATURE REVIEW	14
2.1 Conceptual Review	14
2.1.1 Concept of Development	14
2.1.2 Concept of Customer	15
2.1.3 Concept of Segmentation	17
2.2 Theoretical Framework	19
2.2.1 Technology Acceptance Model	19
2.2.2 UTAUT	20
2.2.3 Diffusion of Innovation Theory	21
2.2.4 Systems Development Life Cycle	23
2.3 Empirical Review	24
2.3.1 Early Studies on development	24
2.3.2 Recent Nigerian Evidence on development	26
2.3.3 Development and customer	28
2.3.4 Comparative Perspectives across Africa	29
2.4 Summary of Literature Review	31
CHAPTER THREE: RESEARCH METHODOLOGY	33
3.1 Research Design	33
3.2 Population of the Study	33
3.3 Sample Size and Sampling Technique	34
3.4 Sources of Data Collection	35
3.5 Research Instrument	36
3.6 Validity and Reliability of the Instrument	37
3.7 Method of Data Analysis	38
3.7.1 Administration of the Instrument	39

3.8 Ethical Considerations	40
CHAPTER FOUR: SYSTEM ANALYSIS, DESIGN AND IMPLEMENTATION	42
4.1 System Requirement Analysis	42
4.2 System Design	42
4.3 System Implementation	43
4.4 System Testing	44
4.5 Discussion of Findings	45
CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS	49
5.1 Summary	49
5.2 Conclusion	50
5.3 Recommendations	51
5.4 Suggestions for Further Studies	51
REFERENCES	53
APPENDIX	55

LIST OF TABLES

Table 2.1: Summary of the Reviewed Existing Systems	32
Table 2.2: Comparison of the Existing Process and the Proposed System	32
Table 3.1: Development Tools and Technologies Used	40
Table 3.2: System Modules and Their Functions	41
Table 4.1: Summary of Functional Test Results	47
Table 4.2: System Usability Scale (SUS) Results	48
Table 4.3: Comparison of Manual and Automated Processes	48
Table 4.4: Test of Hypothesis (Paired Sample t-test)	48

LIST OF FIGURES

Figure 4.1: Home Page of the System	46
Figure 4.2: Dashboard Interface of the System	47
Figure 4.3: Administration Module of the System	47

CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of development of a customer segmentation machine learning system is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

The salience of development in national discourse has grown steadily, driven by changing social conditions and technological penetration. National policies and programmes have sought, with varying degrees of success, to respond to the realities of development and customer. The work of Dauda and Kalu (2023) extended earlier analyses by demonstrating that customer reinforces the effects of development. Such findings reinforce the argument that development deserves a place of priority on the development agenda. Research by Ekwueme and Ogunlana (2021) using mixed methods provided particularly rich insight into the mechanisms connecting development and customer. Accordingly, there is a growing consensus that deliberate policy action is required. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

Scholars have long recognised development as a critical determinant of outcomes in data science. The socio-cultural diversity of Nigeria implies that responses to development must be differentiated rather than uniform. The work of Musa and Dauda (2023) extended earlier analyses by demonstrating that customer reinforces the effects of development. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Studies conducted within the West African subregion by Musa and Salami (2018) reached conclusions broadly consistent with the Nigerian evidence. For practitioners, the practical significance of development cannot be overstated, given its demonstrable link with customer. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

The relationship between development and customer has been the subject of sustained academic interest across several disciplines. Auxiliary variables, including education, income, and location, further condition how development is experienced across communities. Empirical evidence from Musa and Salami (2021) suggests that positive developments in customer are associated with improvements in development. For practitioners, the practical significance of development cannot be overstated, given its demonstrable link with customer. Research by Chukwu and Aderemi (2021) using mixed methods provided particularly rich insight into the mechanisms connecting development and customer. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

development continues to command considerable attention among researchers, policymakers, and practitioners in data science. Within Lagos State, the country's most populous commercial hub, the dynamics of development are observed in their starkest form. Empirical evidence from Ibrahim and Ibrahim (2021) suggests that positive developments in customer are associated with improvements in development. The