

### **About**

This assignment is a part of screening process for candidates who applied for a role at our organization.

### **Dataset**

You are provided with a four data files in Data\_Round1\_Assignment1(of 2)\_Research folder.

(You can use your own datasets too.)

### **Background**

The data contained in this file includes customers, products, and transactions.

You may be required to merge these data tables together and prepare a dataset (s).

### **Problem**

You need to build a learning based (not rule based) analytics to

a) predict &

b) prescribe 'repeat' customers.

Repeat customers are those customers who are most likely to visit (may or may not shop though) the store (or website, in case of ecommerce) again (atleast once).

### **Submission**

1. Prediction results include customer IDs who shall visit/shop again.

2. Prescription results include customer characteristics that are likely to visit/shop again.

1a. Prediction for visit

1b. Prediction for shop

2a. Prescription for visit

2b. Prescription for shop

You are required to submit four results (1a, 1b, 2a, 2b) and further demonstrate online end-to-end solution (code & report) in Python (Scikit-learn and/or Tensor Flow).

### **Evaluation**

You shall be scored on the following:

1. Width
2. Depth
3. Accuracy
4. Approach
5. Practicality