* Table of content
* Problem statement
  + Segment
  + Customer
  + Shopping behavior
  + Marketing strategies
  + Data
    - Repository
      * Link
      * Info
* Data cleaning
  + Order
  + Customer
  + Payment
    - Multi payment
  + Review
  + Item
  + Product
  + Translation
  + Seller
  + Database joins
* Exploratory data analytics
* Feature engineering
* K-means Clustering
  + I. Standard Scaler
  + II. Elbow Diagram
  + III. Principle Component Analysis
  + IV. K-means Clusters