* Objective
* Data cleaning
  + Customer data
  + Seller data
  + Product data
  + Order data
    - Item data
    - Payment data
    - Review data
  + Geolocation data
* Visualization
  + Top 10 cities
  + Top 10 categories
* Merge info
* Sales analysis
  + Unsupervised clustering
    - K means
    - PCA
* Sentiment analysis