* Data cleaning & exploration
  + E-commerce dataset
    - Schema
    - Field description
  + Data cleaning
    - Head
    - Size
    - Field
    - Variable type
      * Date time
    - Missing values
    - Duplicate observations
    - String format
    - Active customer
  + Feature engineering
  + Exploratory data analytics
* Customer value prediction
  + Linear regression
* Customer segmentation
* Sentiment analysis