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| Week | Purpose | Tasks |
| 7 | Data cleaning & exploration | * Data cleaning * Feature engineering * Exploratory data analytics |
| 8 | Customer value prediction and segmentation | * Linear/logistic regression * Kmeans clustering |
| 9 | Sentiment analysis | * Data cleaning & EDA * Random forest * Correlation analysis |
| 10 | Advanced models on customer prediction & segmentation | * Random forest * Decision tree * Boost methods |
| 11 | Report & presentation | * Finalize and report insights and recommendations * Optimize visualizations and markdowns * Prepare PowerPoint presentations and story telling |