* Data prep
* EDA
  + Cancel
  + Stick code
  + Basket price
* Product segmentation
* Customer segmentation
  + Data format
    - Product
      * Spent per category
      * Group by order
    - Time
    - Order: group by customer
      * First/last purchase
      * One time only
  + Customer category
    - Data encoding
      * Transaction\_per\_user
      * Variable normalization
      * PCA
    - Create category
      * K means
      * Silhouette score
  + Classification
    - SVM
      * Confusion matrix
      * Learning curve
    - Logistic regression
    - KNN
    - Decision tree
    - Random forest
    - AdaBoost
    - GBoost
* Test