* Data cleaning
  + Customer
  + Seller
  + Product
  + Order
  + Item
  + Payment
  + Review
  + Geolocation
* EDA
  + Location
    - Customer
    - Seller
  + Category
  + Description length
  + Name length
* Sales forecasting
  + Time
  + Purchase
* Clustering: kmeans
  + Category
  + Payment type
* Sentiment analysis: random forest
  + Score
  + Message