User guide for Customer Acquisition by Targeted Marketing

Section 1: Opinions on Insurance

1) Run these files in order:
   a) Opinions Cleaning.ipynb
   b) Opinions Text Analysis.ipynb
   c) Opinions Clustering.ipynb

2) Change path of files used in Power BI Dashboard accordingly

3) Refresh data source in "Opinions On Insurance" dashboard

Section 2: ILPs

1) Run these files in order:
   a) ILP Cleaning.ipynb
   b) ILP Text Analysis.ipynb

2) Change path of files used in Power BI Dashboard accordingly

3) Refresh data source in "ILP Insurance" dashboard