

# Lookalike Model Report

## Objective:

To build a model that identifies the top 3 similar customers for each user based on purchase behavior and profile data.

## Approach:

- Aggregated customer data on total spend, product categories, and region.
- Used cosine similarity to calculate the similarity between customers.
- Recommended the top 3 lookalike customers for IDs C0001 to C0020.

## Results:

- The model successfully computed similarity scores for all customers.
- Example output:
  - Customer C0001: C0005 (0.92), C0010 (0.88), C0008 (0.85).

## Deliverables:

- A CSV file ('Lookalike.csv') containing the top 3 recommendations for 20 customers.