

Assignment 9

Objective

Perform Market Segmentation.

Dataset

Data: <https://www.kaggle.com/jihyeseo/online-retail-data-set-from-uci-ml-repo>

Possible Work to be done

1. Write a Data Science Proposal for achieving the objective mentioned.
2. Perform exploratory analysis on the data.
3. Perform data wrangling / pre-processing.
4. Apply any 2 features engineering technique.
5. Plot top 10 features.
6. Identification of the performance parameters to be improved, for the given problem statement.
7. Design Machine Learning models – Logistic regression and Decision tree to predict.
8. Compare the performance of selected feature engineering techniques.
9. Compare the performance of the 2 classifiers – Logistic regression and Decision tree to predict.
10. Present the conclusions/results in the format shared.