

Go through the Cohort Analysis for assessing customer retention in E-commerce industry and also the [E-Pro Case study](https://classroom.google.com/w/NzMwNjQzNzY0MDEx/tc/NzE3Mjc5NDQ1NzMy) slide in the google classroom. On the Amdari Website, follow through the videos and re-create your submission notebook.  
  
Extend your work by implementing a clustering algorithm that will segment the customers into clusters and analyse the customers spending patterns.

**PROJECT 1 DELIVERABLES**

Set up a version control system using git & github for the [E-Pro Case study](https://classroom.google.com/w/NzMwNjQzNzY0MDEx/tc/NzE3Mjc5NDQ1NzMy)

**Tools**: Terminal, git, vs-code, jupyter notebook

#setting up and configuring [git](https://www.google.com/search?q=intsalling+git+on+windows+2024&oq=intsalling+git+on+windows+2024&gs_lcrp=EgZjaHJvbWUyBggAEEUYOTIICAEQABgWGB4yDQgCEAAYhgMYgAQYigUyDQgDEAAYhgMYgAQYigUyDQgEEAAYhgMYgAQYigUyCggFEAAYgAQYogTSAQg5MTAxajBqN6gCALACAA&sourceid=chrome&ie=UTF-8#fpstate=ive&vld=cid:b556ac9e,vid:iYkLrXobBbA,st:7) and github on your pc

**Objectives**

1. Enhance the already given project, by applying clustering to segment the data and analyse to understand customer spending behaviour and analyse the results.
2. Create a github account and create a repo for the project
3. Create a version control system using git & github for your project solution
4. Complete and Host your project on your github repo, submit github repo link

**Duration**

Submission deadline is by Saturday 24th November, 12pm WAT

**Resources:**

* [How to set up github](https://www.youtube.com/watch?v=GyJ7G4VYpi4)
* [git & github crash course](https://www.google.com/search?q=git+and+github+from+terminal&sca_esv=651549d4eb9f225e&biw=1920&bih=992&tbm=vid&ei=knk6Z-3DL8-ChbIPj7mq2QE&ved=0ahUKEwjt1L-MwOSJAxVPQUEAHY-cKhsQ4dUDCA0&uact=5&oq=git+and+github+from+terminal&gs_lp=Eg1nd3Mtd2l6LXZpZGVvIhxnaXQgYW5kIGdpdGh1YiBmcm9tIHRlcm1pbmFsMgYQABgWGB4yBhAAGBYYHjILEAAYgAQYhgMYigUyCxAAGIAEGIYDGIoFMgsQABiABBiGAxiKBTIIEAAYgAQYogQyCBAAGIAEGKIESLS4AVDoCFjGtgFwAXgAkAEAmAHLAqAByEWqAQYyLTM2LjK4AQPIAQD4AQGYAhegApkowgIGEAAYCBgewgIIEAAYCBgKGB7CAggQABgIGA0YHsICChAAGAgYChgNGB7CAggQIRigARjDBMICChAhGKABGMMEGArCAgsQABiABBiRAhiKBcICBRAAGIAEwgIIEAAYFhgKGB7CAgcQABiABBgNwgIIEAAYogQYiQWYAwCIBgGSBwYxLjAuMjKgB5DAAQ&sclient=gws-wiz-video#fpstate=ive&vld=cid:5a64c4dd,vid:RGOj5yH7evk,st:0)
* [Using git in vs-code](https://www.google.com/search?q=virtual+studio+code+and+git&oq=virtual+studio+code+and+git&gs_lcrp=EgZjaHJvbWUyBggAEEUYOTIJCAEQABgNGIAEMgkIAhAAGA0YgAQyCQgDEAAYDRiABDIJCAQQABgNGIAEMgkIBRAAGA0YgAQyCAgGEAAYDRgeMggIBxAAGA0YHjIICAgQABgWGB4yCAgJEAAYFhge0gEINjg4NWowajeoAgCwAgA&sourceid=chrome&ie=UTF-8#fpstate=ive&vld=cid:262c47c3,vid:i_23KUAEtUM,st:0)
* [Using git in jupyter notebook](https://www.google.com/search?q=jupyter+notebook+code+and+git&sca_esv=6f36b852a6c866b6&ei=N4U6Z4DdLY6ChbIPpNKCsQY&ved=0ahUKEwjA1PeZy-SJAxUOQUEAHSSpIGYQ4dUDCA8&uact=5&oq=jupyter+notebook+code+and+git&gs_lp=Egxnd3Mtd2l6LXNlcnAiHWp1cHl0ZXIgbm90ZWJvb2sgY29kZSBhbmQgZ2l0MggQABiABBiiBDIIEAAYgAQYogQyCBAAGIAEGKIESKJOUOojWLlGcAJ4AZABAJgB6QGgAaIaqgEGMC4yLjE0uAEDyAEA-AEBmAINoALBEsICChAAGLADGNYEGEfCAgQQIRgKmAMA4gMFEgExIECIBgGQBgiSBwYyLjEuMTCgB_gk&sclient=gws-wiz-serp#fpstate=ive&vld=cid:af250407,vid:2ENTVJQ-1rM,st:0)