

Project Name: E-Commerce Evolution: A Comprehensive Analysis of Olist's Brazilian Dataset

The project consists of 4 main tasks:

1. Task 1: Predict Customer Satisfaction based on Review Score
2. Task 2: Customer Segmentation
3. Task 3: Customer Lifetime Value
4. Task 4: Build Recommendation System using Collaborative filtering

Member	Student ID	Task	Contribution
Nhan Yến Trang	11219290	<ul style="list-style-type: none">• Project leader:<ul style="list-style-type: none">◦ Conceptualizing ideas, find dataset◦ Delegating tasks◦ Overseeing progress◦ Pre-built code framework for task 1◦ Support task 2, 3• EDA, preprocessing data, performing feature engineering• Research paper• Execute main code, running and tuning models in task 4• Slide, contents	23%
Nguyễn Thành Long	11213549	<ul style="list-style-type: none">• EDA• Research paper• Execute main code in Task 2 and Task 3• Preparing slides, contents• Presentation	20%
Phạm Xuân Lộc	11219278	<ul style="list-style-type: none">• EDA• Execute task 1:<ul style="list-style-type: none">◦ Complete the code◦ Run and tuning models: Decision tree, Random Forest, Adaboost, XGboost, LightGBM• Slide	19%
Vũ Mai Dung	11219264	<ul style="list-style-type: none">• EDA• Execute task 1:<ul style="list-style-type: none">◦ Word Clouds visualization◦ Run and tuning models: Logistic Regression, Linear SVM• Slide, contents• Presentation	19%
Nguyễn Lê Bình	11219262	<ul style="list-style-type: none">• EDA• Support code task 2:<ul style="list-style-type: none">◦ Visualization map Brazilian• Execute task 4:<ul style="list-style-type: none">◦ Finding research paper◦ Support running and tuning models: SVD, KNNBasic• Presentation	19%

