Predictive Analysis Challenge

**Introduction**:

You are working for a large e-commerce store that sells products online. The company has collected data on customer purchases and wants to gain insights into customer preferences and find who their loyal customers and what are their attributes are. Additionally, the company wants to create a model to forecast customer purchases

URL: <https://www.kaggle.com/datasets/olistbr/brazilian-ecommerce>

1. Part 1: Exploratory Data Analysis (EDA)
   1. Objective: Perform EDA on the provided dataset to gain insights into customer behavior.
2. Part 2: Predictive Modeling
   1. Objective: Build a predictive model to forecast customer purchases.
3. Part 3: Natural Language Processing (NLP) (Optional)
   1. Objective: Develop a simple NLP model to classify customer reviews.

PS: You can use your interpretation of problem statements, but mention them on the first markdown in your notebook.

**Assessment Criteria:**

- Quality and depth of EDA performed.

- Appropriateness of data preprocessing for modeling.

- Selection and performance of the predictive model.

- Effectiveness of the NLP model for classifying inquiries.

- Clarity and organization of the code and documentation.

- Creativity and insights provided in the report.