

Sprint Plan

Week	Purpose	Weekly Tasks and Goals
<i>Week 1</i>	Data Understanding and Preparation	<ul style="list-style-type: none">• Understand the structure and content of the data.• Perform initial data cleaning (handle missing values, remove duplicates, etc.).• Define the key metrics that will be used in the analysis.
<i>Week 2</i>	Exploratory Data Analysis (EDA)	<ul style="list-style-type: none">• Perform EDA to understand the patterns, distributions and relationships in the data.• Visualize data for better understanding.
<i>Week 3</i>	Feature Engineering and Model Selection	<ul style="list-style-type: none">• Create new features that might improve model performance.• Select appropriate models for customer segmentation, churn prediction, lifetime value prediction, and sentiment analysis.
<i>Week 4</i>	Model Training and Evaluation	<ul style="list-style-type: none">• Train the selected models.• Evaluate the performance of the models.• Iterate on the models if necessary.
<i>Week 5</i>	Finalize Analysis and Prepare Reporting	<ul style="list-style-type: none">• Finalize the analysis, conclusions, and recommendations.• Prepare the final report, including visualizations and key findings.• Review and refine the report.