

Guide Through Project

CSV FILES

- Activity_data.csv
- Complaints.xlsx
- Customer_data.csv

Main Python code

- Final_Model_BCG.ipynb

GenAI WebApp (External)

- GENAI_WebApp_Link (Deployed on Hugging Face)
- Google sheets

LLM and Recommender (Integrated with the model)

- LLM LAB.ipynb
- Recommender.ipynb

Script to extract the outputs of the model to a csv

- Script_for_maincode.zip (refer to the guide inside the zip)

Final Report (PDF)

- IE_Sci_Tech_Master_Thesis_Group_4.pdf (Includes Executive Summary)

Business Modelling and Pricing

- Pricing Benchmark + CLV Modelling.xlsx
- Business_Proposal_Calculations_Document.pdf
- Business Proposal Formulas.docx
- Business Proposal (formula)[1].pptx