# CHAPTER 12: Feature Engineering

## **Introduction**

## **Merging Datasets**

## **Exercise 12.01: Merging the marketing dataset with Revenue data**

## **Binning Variables**

## **Exercise 12.02: Binning the day\_name variable from the Revenue Dataset**

## **Manipulating Dates**

## **Exercise 12.03: Date Manipulation on Revenue Dataset**

* **Performing Data Aggregation**

## **Exercise 12.04: Feature Engineering using Data Aggregation on Bigmart Sales dataset**

* **Activity 12.01: Feature Engineering on a Financial Dataset**
* **Summary**