**MODULES**

1. **DATA COLLECTION**
2. **DATA PRE-PROCESSING**
3. **FEATURE EXTRATION**
4. **EVALUATION MODEL**

**DATA COLLECTION**

Data used in this paper is a set of product reviews collected from credit card transactions records. This step is concerned with selecting the subset of all available data that you will be working with. ML problems start with data preferably, lots of data (examples or observations) for which you already know the target answer. Data for which you already know the target answer is called *labelled data*.

**DATA PRE-PROCESSING**

Organize your selected data by formatting, cleaning and sampling from it.

Three common data pre-processing steps are:

* Formatting: The data you have selected may not be in a format that is suitable for you to work with. The data may be in a relational database and you would like it in a flat file, or the data may be in a proprietary file format and you would like it in a relational database or a text file.
* Cleaning: Cleaning data is the removal or fixing of missing data. There may be data instances that are incomplete and do not carry the data you believe you need to address the problem. These instances may need to be removed. Additionally, there may be sensitive information in some of the attributes and these attributes may need to be anonymized or removed from the data entirely.
* Sampling: There may be far more selected data available than you need to work with. More data can result in much longer running times for algorithms and larger computational and memory requirements. You can take a smaller representative sample of the selected data that may be much faster for exploring and prototyping solutions before considering the whole dataset.

**DATA FLOW DIAGRAM**

LEVEL 0

LEVEL 1

LEVEL 2