

# Business Analytics Project Review

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This team did a really good job on the project, they included the Time Series and RFM analysis, KNN, K-Means Clustering and Linear Regression which covers the majority of the course topics which is very pleasing. However, there are some changes that our team would like to suggest to this team, to make their work even more satisfying.

- The KNN model achieved an accuracy of about 81%, considering that usually the best accuracy is considered to be about 95%, we think that their model's accuracy has a room for improvement, although it is not a bad result.
- In the KNN analysis the team mentioned that there is overfitting of the data. It would have been better if there was no overfitting nor underfitting. There are some steps to prevent overfitting, such as experimenting the k value, cleaning the data properly.
- (Additional) Looking at the python codes, in some code cells, there are some unnecessary comments explaining the code lines below them. In some cases these comments are helpful, but generally the code lines are self-explanatory. As a suggestion, the comments should be removed to increase the overall code quality.