Reminder to all: **Set small attainable goals for yourself!**

**PART 1: This is for the reviewer to complete**

Reviewer Name: Elizabeth Eid

Who are you reviewing: Stephanie Schefer

1) Provide a brief (~1-2 paragraph) description of the goal of their project:

The goal of this project seems to be analyzing store data and consumer habits. The project seems to be inspired by the term "girl math," a trend on TikTok, and analyzing consumer habits based on personal data of each consumer. I believe the goal is customer segmentation, but there is not a lot of other information about this project, but I'm looking forward to seeing what this project looks like once it is more worked out.

2) Is it clear how you would obtain the data needed for their project? I.e., if the data is collected from an online source, is there code and/or clear instructions on how to obtain it? If the data is simulated, is it clear how you would run the simulation? Etc.

A .csv has been uploaded to GitHub, and a link has been provided in the README, but the link is to a dataset search, rather than the source of the data. I expect there will be more details about the data once some work has been done, but right now there is very little information.

3) Do you have any suggestions or questions for the person you are reviewing about what their final product will look like? If not, then please describe how their current plans are in alignment with what you would want to see.

Are there plans to attempt to find data with more information about *what* is being purchased, rather than just how much is being spent? Is the analysis approach going to have gender as a focal point?

**PART 2: This is for the person being reviewed to complete**

1) Has your reviewer accurately described your project?

My reviewer, Elizabeth, accurately described the analysis portion of my project. The goal of the project is to map out customer segmentation and buying trends. I also hope to incorporate the concept of “girl math” by identifying impulse buying purchases that customers made. This is the analysis component of my project, but to bring it all together, I plan to focus a lot of my effort on Graphical User Interfaces, as this is not something that I have worked with before.

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2) Please summarize, in your own words, the suggestions your reviewer has provided. If they have suggested something that is beyond the scope/intention of your project, have you communicated this to them? Otherwise, please indicate which suggestions you plan to incorporate into your project.

There was not much feedback given to me this round, as I received the feedback on Wednesday before I was able to make progress. Regarding the original Kaggle dataset that I found; I realized it may not be able to help me achieve all that I hoped for. Therefore, I transitioned to simulating my own data for the project. I am making a customer table, a transaction table, and a transaction details table to start. I added some variables that were not present in my original dataset such as coupon code used. I thought this information would be a crucial factor in determining impulse buying trends. I am still working on populating the transaction tables to ensure the products purchased matches the total cost calculation.

By transitioning to simulated data, I already incorporated Elizabeth’s suggestion to find information about what is being purchased rather than just how much is being spent. This would have been impossible with the Kaggle dataset, as that information was not tracked.

To answer her question regarding gender, yes it will be a focal point. Additionally, the frequency of consumer purchases, the number of items, the method of payment, and application of coupons will also be factors.