ZEOTAP ASSIGNMENT

Task 2: Lookalike Model

Build a Lookalike Model that takes a user's information as input and recommends 3 similar customers based on their profile and transaction history. The model should:

- Use both customer and product information.
- Assign a similarity score to each recommended customer.

Deliverables:

- Give the top 3 lookalikes with there similarity scores for the first 20 customers (CustomerID: C0001 - C0020) in Customers.csv. Form an “Lookalike.csv” which has just one map: Map<cust_id, List<cust_id, score>>
- A Jupyter Notebook/Python script explaining your model development.

Evaluation Criteria:

- Model accuracy and logic.
- Quality of recommendations and similarity scores.

Deliverable 1:

Give the top 3 lookalikes with there similarity scores for the first 20 customers (CustomerID: C0001 - C0020) in Customers.csv. Form an “Lookalike.csv” which has just one map: Map<cust_id, List<cust_id, score>>

Answer:

	CustomerID	LookalikeCustomerID	SimilarityScore
0	C0001	C0069	0.947426
1	C0001	C0127	0.873969
2	C0001	C0190	0.846072
3	C0002	C0133	0.968144
4	C0002	C0062	0.899791

Deliverable 2:

A Jupyter Notebook/Python script explaining your model development.

GITHUB LINK: https://github.com/Vanshika-Pahuja/Zeotap_Vanshika-Pahuja-Assignments