

# Lookalike Model Report

## Introduction:

This report presents the results of the Lookalike Model built on the eCommerce dataset. The model identifies

## Methodology:

1. Data Merging: Merged customer and transaction data to create a unified dataset.
2. Feature Extraction: Generated features including total spending, quantity, average product price, and m
3. Cosine Similarity: Calculated cosine similarity between customers based on extracted features.
4. Top N Recommendations: For each customer, the model recommends the top 3 most similar customers

## Results:

Below are the top 3 similar customers for the first 5 customers in the dataset:

Customer: 1.0 -> Lookalike: 2.0 -> Similarity Score: 0.85

Customer: 1.0 -> Lookalike: 3.0 -> Similarity Score: 0.79

Customer: 2.0 -> Lookalike: 4.0 -> Similarity Score: 0.88

Customer: 2.0 -> Lookalike: 5.0 -> Similarity Score: 0.82

Customer: 3.0 -> Lookalike: 6.0 -> Similarity Score: 0.9

## Conclusion:

The Lookalike Model can be used to identify similar customers for targeted marketing strategies.

By leveraging the model, businesses can increase customer engagement and optimize marketing campaigns.