

## **Lookalike Model:**

### **Lookalike Model:**

- The lookalike model leverages customer and product data to recommend similar customers.

### **Methodology:**

- Uses a customer-product matrix to compute similarity scores using cosine similarity.
- Identifies the top 3 similar customers for each of the first 20 customers.

### **Output:**

- A CSV file containing mappings of each customer to their three closest lookalikes with similarity scores.