6390 Milestone one

Objective

With the transactional data provided define [features](https://en.wikipedia.org/wiki/Feature_(machine_learning)#cite_note-ml-1) to build/test a customer segmentation using an appropriate [clustering](https://en.wikipedia.org/wiki/Cluster_analysis) technique.

Due date

9/24/2018

## Schedule

* 9/4-9/9
  + Merge data tables, clean data and explore
  + Research which factors should be used in customer segmentation. Think this question: Can we calculate these factors based on original datasets?
* 9/10-9/16
  + Create customer segmentation models
  + Interpret findings
  + Improve models
* 9/17-9/23
  + Finish a PPT to present models and findings
  + Practice the presentation for milestone one