**Customer Lookalike Analysis**

**Code:**

* Groups customer data to calculate features like total spending (TotalValue), quantity purchased, and average product price.
* Standardizes the data and calculates similarity scores using cosine similarity.
* Extracts the top 3 similar customers for the first 20 customers.

**Output:**

* A DataFrame (lookalike\_results\_df) is created to list customers along with their top 3 lookalikes and similarity scores.

**Purpose:**

* To identify customers with similar purchasing behavior, which can be used for targeted marketing strategies.

**Lookalike Results Preview**

**Code:**

* Reads the saved lookalike results from a CSV file and displays the first few rows.

**Output Highlights:**

* Displays the structure of the lookalike results:
  + Example: Customer C0001 is most similar to C0103 (score 0.997), followed by C0092 and C0135.

**Purpose:**

* Verifies that the lookalike analysis results are correctly saved and interpretable.