

CUSTOMER ANALYSIS FINAL ROUND - ADDITIONAL CONSIDERATIONS

We see that, after applying **one-hot** encoding to the categoricals, **normalization** and **scaling**, the **R2** scores, **MSE**, **MAE** and **RMSE** do not vary significantly.

Also, the R2 score presents a really low value and further actions should be taken if we are to improve the overall model score.

We could for example perform the analysis by applying **hyperparameter tuning** or **feature selection**.

Since this is not the goal of this activity, we will not take this any further, however, we highlight this aspect for future analyses of the model at hand.

Submission link:

<https://github.com/carlosruiz-stack/lab-customer-analysis-final-round/blob/0aa940d37329896662a6c5c7344834bce388fba9/Customer%20analysis%20final%20round%20.ipynb>