

ZEOTAP ASSIGNMENT

TASK-2

Analysis

Model Logic: The model uses customer transaction data to derive meaningful features that reflect spending behavior and product preferences. By applying cosine similarity, we can effectively measure how alike two customers are based on their profiles.

Quality of Recommendations: The recommendations are based on actual spending and product preferences. This ensures that the lookalikes are not just similar in demographics but also in their purchasing behavior.

Similarity Scores: The scores indicate how closely related each lookalike is to the target customer. Higher scores suggest stronger similarities.

Output

The generated Lookalike.csv will contain mappings of each customer ID from C0001 to C0020 to their top three lookalikes along with similarity scores. This process provides a robust framework for identifying similar customers, which can be invaluable for targeted marketing and personalized recommendations.