INSTRUCTIONS LABS 5,6,7

**Lab | Customer Analysis Round 5**

For this lab, we still keep using the marketing\_customer\_analysis.csv file that you can find in the files\_for\_lab folder.

**Get the data**

We are using the marketing\_customer\_analysis.csv file.

**Dealing with the data**

Already done in the round 2.

**Explore the data**

Done in the round 3.

**Processing Data**

(*Further processing...*)

* X-y split.
* Normalize (numerical).

**Lab | Customer Analysis Round 6**

For this lab, we still keep using the marketing\_customer\_analysis.csv file that you can find in the files\_for\_lab folder.

**Get the data**

We are using the marketing\_customer\_analysis.csv file.

**Dealing with the data**

Already done in the round 2.

**Explore the data**

Done in the round 3.

**Processing Data**

(*Further processing...*)

* X-y split. (*done*)
* Normalize (numerical). (*done*)
* One Hot/Label Encoding (categorical).
* Concat DataFrames

**Linear Regression**

* Train-test split.
* Apply linear regression.

**Model Validation**

* Description:
  + R2.
  + MSE.
  + RMSE.
  + MAE.