

THE UNIVERSITY OF HONG KONG  
**程序代写代做 CS编程辅导**  
MSc in E-Commerce and Internet Computing

ECC Learning for Business and E-Commerce  
(2022-23)

**Assignment 3 – Customer Segmentation (Supervised Learning)**

A small e-commerce company wants to understand its customers better using Machine Learning to target their loyalty programs, marketing campaigns etc. Analyze the dataset provided (which is purposely kept small for exploration purpose).

The dataset consists of 200 cases, in .csv format and with the following data dictionary:

<b>CustomerID</b>	a unique ID of each customer in sequence
<b>Gender</b>	male or female
<b>Age</b>	reported age of customer
<b>Income</b>	annual income (x HK\$1,000)
<b>SpendingScore</b>	score summarizing the spending of the customer (1-100), higher means “better”

You should include the following in your report (plus your Colab notebook with you Python code to get the results):

1. How you tackle the dataset and what you want to find out.
2. Analyze the data to achieve your objective and write a report to the management.
3. Discuss what you have learned from the data, try to make appropriate recommendation(s) to the management.

Dataset provided: CustomerDataset.csv