Yifan: Did decision trees, common products F1 results are quite good. Might want to use Random Forests for better accuracy?

Like biscuits, if we were to recommend to new customers, high chance they will be buying it.

Problem: Some of the less frequently bought items didn’t have a good score.

ShaoMin: Did a decision tree, recency was found to be the biggest differentiator for churned and not churned but this could be due to information leakage. Which are the variables that can tell us when the person is about to churn? (BMI and Frequency are very high factors).

Best evaluation metric: Less False Negative (we don't want to identify churned as non-churners, potential loss of income)

So if the variable ‘Coconut Milk’ was a high factor, they might have been disappointed with our coconut milk.

Mekala: Should we have other classes for decision trees? (Churned, Not Churned, ???). Some statistics for targeting our groups to justify why we target them. For New, based on demographic data, we can recommend the common items in their group, what number should we put?

Our average basket size is very different for churned. Recommend lower calories to our loyal customers. For churned customers, promo the hell out to keep them.

What are we gonna do for the upcoming week?

We have to manually come up with segments (Churned, Loyal, New).

Try getting rid of RFM.

Replace test\_y, train\_y with a multi-class instead of binary.

Use neural networks??

Increase the cap of each customer segment?

Use streamlit to show how our recommendation system.