27/10 Meeting Minutes

For new customers: We are trying to recommend new items

Use decision trees to bring back the churned customers

Find income, BMI and use the non-churned customers with same income and BMI and see what they buy, expand the recommendation engine code, recommend the number of items based on the non-churners with the same bmi and income.

Justification: Why we focus on churned customers? They are already a loss, hence even with a 20% promotion, we get recoup some losses.

Potential: Have the recommendation for new customers, have the recommendation for loyal customers?

Show the progress from 0(just after registration) -> 1 (after first purchase) -> 5 (after 5 purchases)

We need to find the major factors that cause a customer to change.