* Use rule association to find groupings
* Kmeans on food price and calories
* Kmeans on RFM + Ordinal Data
* PCA can be used to determine the optimal arrangement of shelves. PC1 should be in this portion of the supermarket, PC2 should be in another portion etc.
* 3D plot of the customers according to PCs (
* Move the last-presentation clustering
* Choose a slide template