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| **PROJECT OBJECTIVES** | | | | |
| *Analyst:* | Alba Francisco | *Date:* | 05/27/2021 | |
| *ID#* | Ecommerce | | | |
| ***Objective*** | ***Description*** | | | ***Reference*** |
| 1 | Find significant customers for the business who make high purchases of their favorite products. | | | Database |

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| **PROJECT SUCCESS CRITERIA** | | | | |
| *Analyst:* | Alba Francisco | *Date:* | 05/27/2021 | |
| *ID#* | Ecommerce | | | |
| ***Criteria ID*** | ***Description*** | | ***Project Objective*** | ***Reference*** |
| 1 | Distinguish two or more groups of customers based on their importance when making purchases. | | 1 | Database |

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| **PROJECT ASSUMPIONS** | | | | | |
| *Analyst:* | Alba Francisco | *Date:* | 05/27/2021 | | |
| *ID#* | Ecommerce | | | | |
| ***Assumption ID*** | ***Description*** | | ***Project Objective*** | | ***Reference*** |
| 1 | It’s considered that all relevant data for the groups formation is contained within the dataset provided. | | 1 | Database | |
| 2 | Negative values for “Quantity” will be considered returns. | | 1 | Database | |
| 3 | “Unit Price” values equal to zero will be considered free products. | | 1 | Database | |

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| **PROJECT EXPECTATIVES** | | | | | |
| *Analyst:* | Alba Francisco | *Date:* | | 05/27/2021 | |
| *ID#* | Ecommerce | | | | |
| ***Expectative ID*** | ***Description*** | | ***Project Success Criteria*** | | ***Reference*** |
| 1 | Identify significant customers based on importance groups. | | 1 | | Database |

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| **PROJECT RESTRICTIONS** | | | | | |
| *Analyst:* | Alba Francisco | *Date:* | | 05/27/2021 | |
| *ID#* | Ecommerce | | | | |
| ***Restriction ID*** | ***Description*** | | ***Project Objective*** | | ***Reference*** |
| 1 | Only rows with values for “Customer ID” will be used for the analysis. Any row with Null values for said Attribute will be discarded. | | 1 | | Database |

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| **PROJECT RISKS** | | | | | | | |
| *Analyst:* | Alba Francisco | | | *Date:* | | 05/27/2021 | |
| *ID#* | Ecommerce | | | | | | |
| ***Risk ID*** | ***Type*** | ***Exposure*** | ***Description*** | | ***Project Objective*** | | ***Reference*** |
| 1 | Generic | 5% | Outdated data | | 1 | | Database |

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| **PROJECT CONTINGENCY PLAN** | | | | | |
| *Analyst:* | Alba Francisco | *Date:* | | 05/27/2021 | |
| *ID#* | Ecommerce | | | | |
| ***Action ID*** | ***Action*** | | ***Risk ID*** | | ***Reference*** |
| 1 | Search for more updated data | | 1 | | Database |
| 2 | Discard outdated rows | | 1 | | Database |

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| **REQUIREMENT OBJECTIVES** | | | | | |
| *Analyst:* | Alba Francisco | *Date:* | | 05/27/2021 | |
| *ID#* | Ecommerce | | | | |
| ***Requirements objectives ID*** | ***Description*** | | ***Project Objective*** | | ***Reference*** |
| 1 | Distinguish two or more customers groups | | 1 | | Database |
| 2 | Make a weighing of those attributes that contribute to this group formation. | | 1 | | Database |

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| **REQUIREMENS ASSUMPTIONS** | | | | | |
| *Analyst:* | Alba Francisco | *Date:* | | 05/27/2021 | |
| *ID#* | Ecommerce | | | | |
| ***Assumption ID*** | ***Assumptions*** | | ***Requirement objective*** | | ***Reference*** |
| 1 | Exist at least two customers groups | | 1 | | Database |
| 2 | It’s only necessary to consider the unit price, quantity and date | | 1,2 | | Database |

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| **REQUIREMENTS RESTRICTIONS** | | | | | | |
| *Analyst:* | Alba Francisco | | *Date:* | | 05/27/2021 | |
| *ID#* | Ecommerce | | | | | |
| ***Restriction ID*** | ***Type*** | ***Description*** | | ***Requirements Objective*** | | ***Reference*** |
| 1 | Data | Unit prices are in United Sates Dollars ($) | | 1,2 | | Database |
| 2 | Data | It’s considered that all transactions with null values won’t contribute to the objectives accomplishment. | | 1,2 | | Database |

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| **REQUIREMENTS RISK** | | | | | | | |
| *Analyst:* | Alba Francisco | | | *Date:* | | 05/27/2021 | |
| *ID#* | Ecommerce | | | | | | |
| ***Risk ID*** | ***Type*** | ***Exposition*** | ***Description*** | | ***Requirements Objective*** | | ***Reference*** |
| 1 | Generic | 5% | Outdated records witch make it impossible to make conclusions. | | 1,2 | | Database |

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| **REQUIREMENTS CONTINGENCY PLAN** | | | | | |
| *Analyst:* | Alba Francisco | *Date:* | | 05/27/2021 | |
| *ID#* | Ecommerce | | | | |
| ***Action ID*** | ***Action*** | | ***Risk ID*** | | ***Reference*** |
| 1 | Search for more updated data | | 1 | | Database |

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| **REQUIREMENT RELATED ATTRIBUTES** | | | | | | |
| *Analyst:* | Alba Francisco | | *Date:* | | 05/27/2021 | |
| *ID#* | Ecommerce | | | | | |
| ***Attribute*** | ***Source*** | ***Type*** | | ***Requirement Objective*** | | ***Reference*** |
| InvoiceNo | Database | number | | 1,2 | | Database |
| StockCode | Database | string | | 1,2 | | Database |
| Description | Database | string | | 1,2 | | Database |
| Quantity | Database | number | | 1,2 | | Database |
| InvoiceDate | Database | date | | 1,2 | | Database |
| UnitPrice | Database | number | | 1,2 | | Database |
| CustomerID | Database | number | | 1,2 | | Database |
| Country | Database | location | | 1,2 | | Database |

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| **REQUIREMENT DATA SOURCE** | | | | | | |
| *Analyst:* | Alba Francisco | | *Date:* | | 05/27/2021 | |
| *ID#* | Ecommerce | | | | | |
| ***Source*** | ***Type*** | ***Description*** | | ***Responsible*** | | ***Reference*** |
| Transactions | csv file | Every transaction data | | Kaggle | | Kaggle |