READ ME

Please refer to the below list for information about all the attached files:

FILE NAME	DOC TYPE	DESCRIPTION
DATA228_Group4_CLV_Project_Report	pdf	Project documentation
DATA228_Group4_CLV_Project_Workbook	ipynb	Project Jupyter Notebook
DATA228_Group4_Project_Presentation	ppt	Project Presentation
online_retail_file_1, online_retail_file_2	csv	Present in google drive, link given below

SOURCE FILE:

The dataset used ("online_retail_file_1", "online_retail_file_2") is uploaded into google drive. Can be accessed using the link below:

https://drive.google.com/drive/folders/1MKiexcKNo88I1r0_Pk3ddWsrsjY-Ifpy?usp=sharing

INSTRUCTIONS FOR RUNNING THE JUPYTER NOTEBOOK:

Please read the following before proceeding with the execution.

Installations of below packages are necessary

pip install xgboost
pip install lifetimes
pip install plotly
pip install pyspark==3.2.0