Step-by-step guide to download and install **Anaconda** and run a **Jupyter Notebook**:

1. Go to the Anaconda website (https://www.anaconda.com/products/individual) and **download** the appropriate version of Anaconda for your operating system.

2. Once the download is complete, double-click on the downloaded file to begin the installation process. Follow the prompts to complete the installation.

3. After installation is complete, open the Anaconda Navigator application from the Start menu or Launchpad.

4. Click on the "Environments" tab on the left-hand side of the screen.
5. Click on the "Not Installed" dropdown menu and search for the following packages we need to install:
    a. pandas
    b. scikit-learn
    c. seaborn
    d. matplotlib

    If you find the package name in the list, check all the relative boxes and then click the “Apply” button to install them. **If you can’t find any of these names listed, it means that the package is already installed** (check using the “Installed” dropdown menu).

6. Go back to the Anaconda Navigator **Home** window, look for the "**Jupyter Notebook**" app and click “install” (if it not installed). When the app will be available, use the “Launch” button to open the Jupyter Notebook web interface in your default web browser.

7. In the Jupyter Notebook interface, navigate to the rcs_customer_segmentation folder and open the **RCS_WorkSession.ipynb** notebook

You can now start using Jupyter Notebook to write and run Python code! To run a cell, simply click on it and press "Shift + Enter" or click the "Run" button in the toolbar.