**Project Description**

Zoe's is a retail chain organization that has several stores in various locations. The organization wants to understand the customer behavior from the information it has about their previous transactional data for the last two years (the data and the data dictionary will be provided to you). It wants to develop an engine which actually provides the score for customer based on their behavior and analyze their purchasing pattern periodically which helps in designing various customer specific promotions.

1. Data description
   1. RetailStore: Id of the retail store in which the transaction has been made
   2. CustomerID: Id of the customer who made the transaction
   3. TransactionID: Id of the transaction, unique for a transaction.
   4. Transaction Time: Time when the transaction is made
   5. ProductID: What product is being purchased
   6. Cost: Price of the product