Pizza Hut is focussing on product development and marketing efforts on increasing restaurant chicken wing sales penetration.

For this purpose, they have provided a dataset of transactions in April and May. The dataset contains the buying behaviour of 100,000 customers who made a purchase at their chain of restaurants across the USA.

The dataset contains 319 variables capturing various aspects of the customer buying behaviour, including when did they buy the product, what amount was spent, average bill value over the last 6 months of transactions, order execution time, sources of orders (internet, telephone, instore purchase etc.), what type of product they bought (Pizza, Pasta, Chicken Wings etc.), if they bought Pizza, what are the characteristics of that Pizza, discounts availed, etc.

The data description has been provided in a separate .csv file.

Your task would be to segment customers based on their buying behaviour so that Pizza Hut can prepare a targeted marketing strategy to increase the sales of Chicken Wings.

For this hackathon, leaderboard scores would not be available. You will be judged on your approach, code, results and presentation.