Lookalike Model Findings

The lookalike model identifies similar customers based on profile and transaction history. For example:

```
     CustomerID      SimilarCustomerID      Score
0       C0001              C0069          0.999329
1       C0001              C0154          0.997034
2       C0001              C0181          0.996712
3       C0002              C0029          0.999978
4       C0002              C0088          0.996020
```

Recommendation: Use the lookalike model to personalize recommendations and targeted campaigns, improving customer retention and cross-selling opportunities.