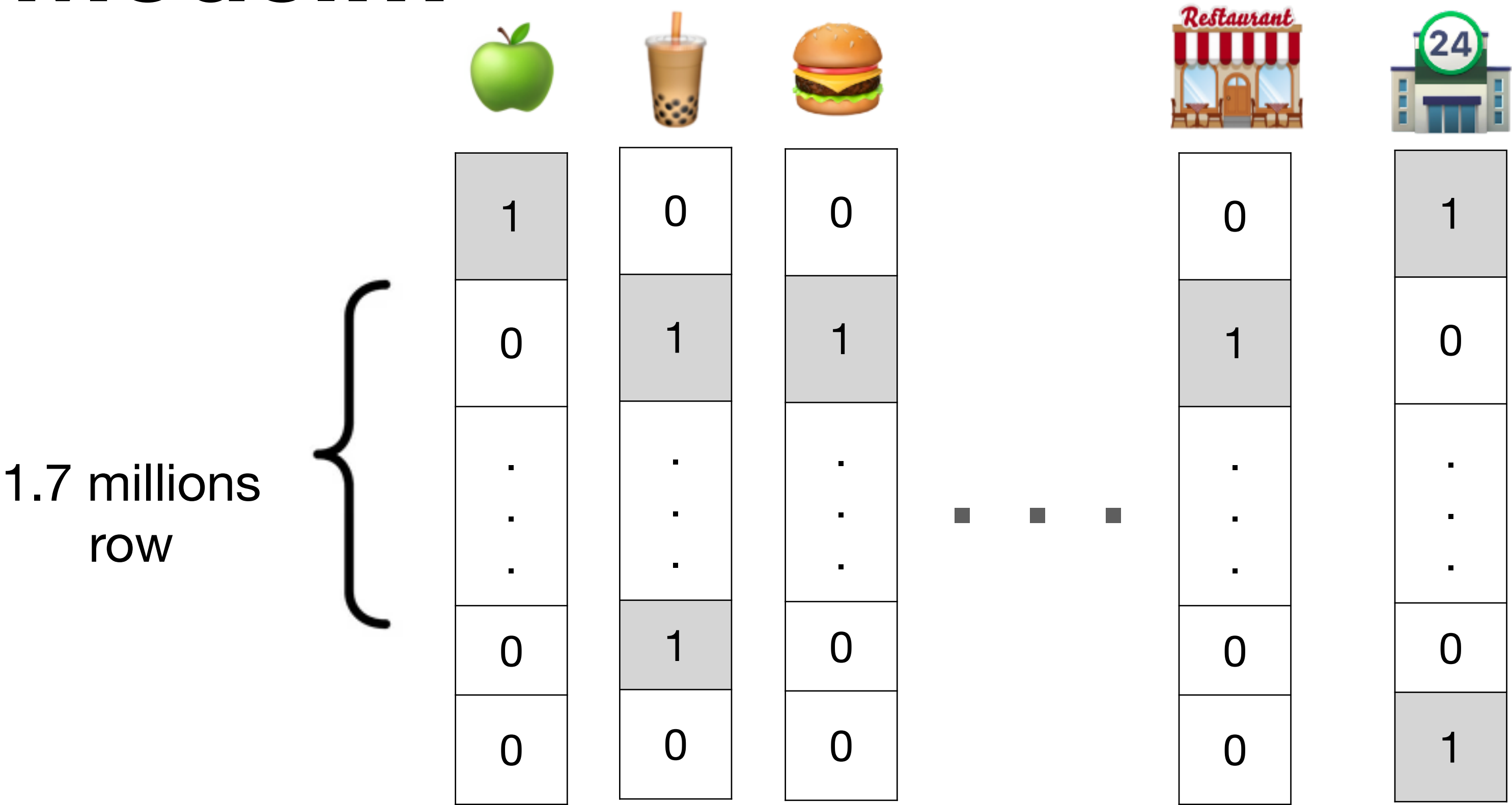


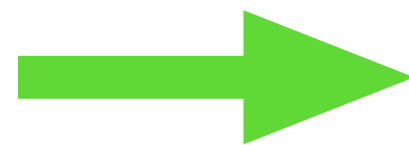
# Data Model...



## One hot encoding

A set of k-dimensional vectors where each components are binary  
Very sparse (i.e. too many zeros)

# Consumption Patterns



Consumer  
Data  
Research  
Centre

An ESRC Data  
Investment

**KANTAR** W<sup>ORLD</sup>PANEL