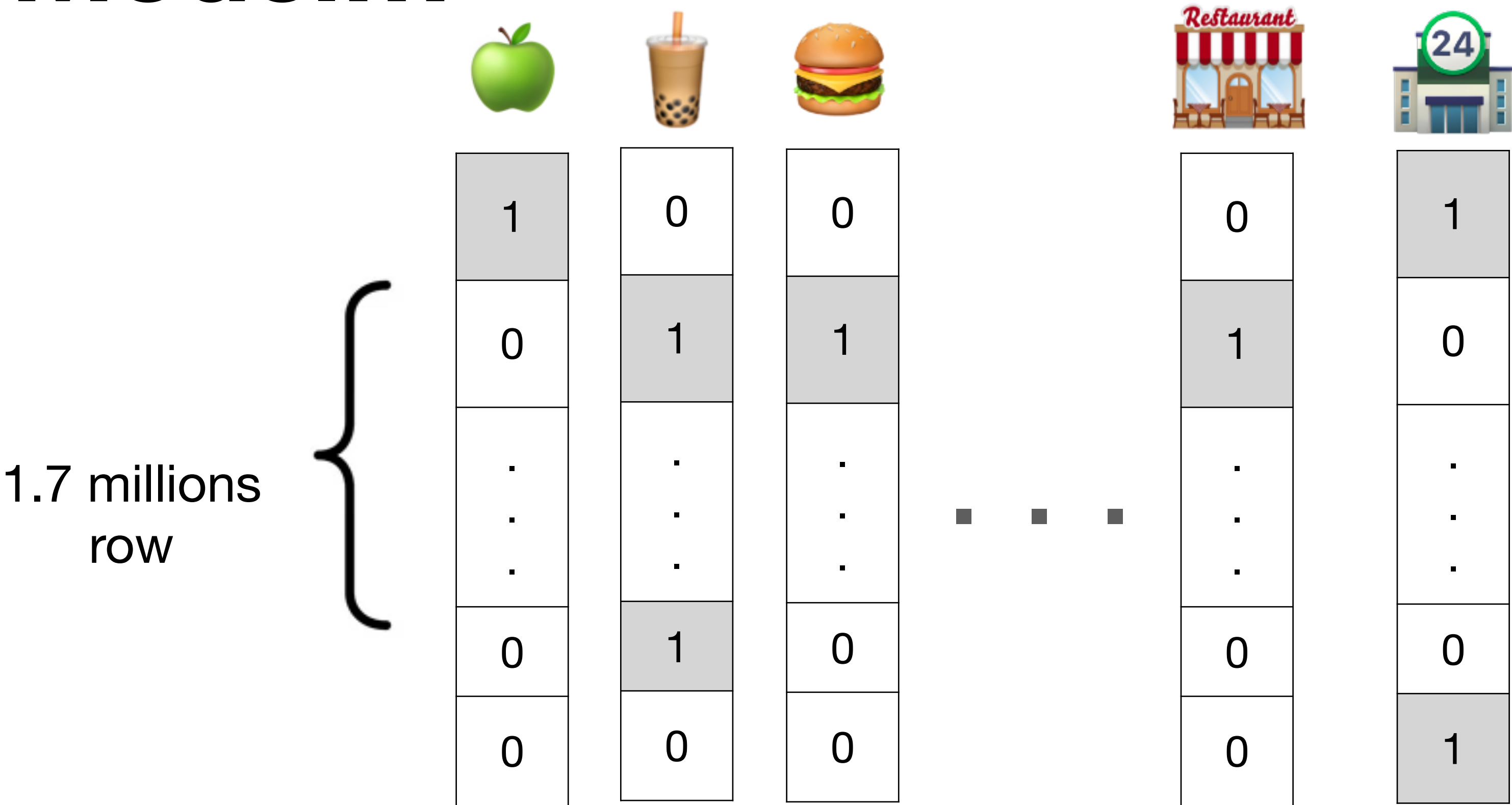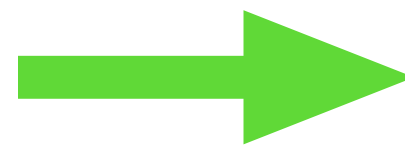# Data Model…

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 WORLDPANEL