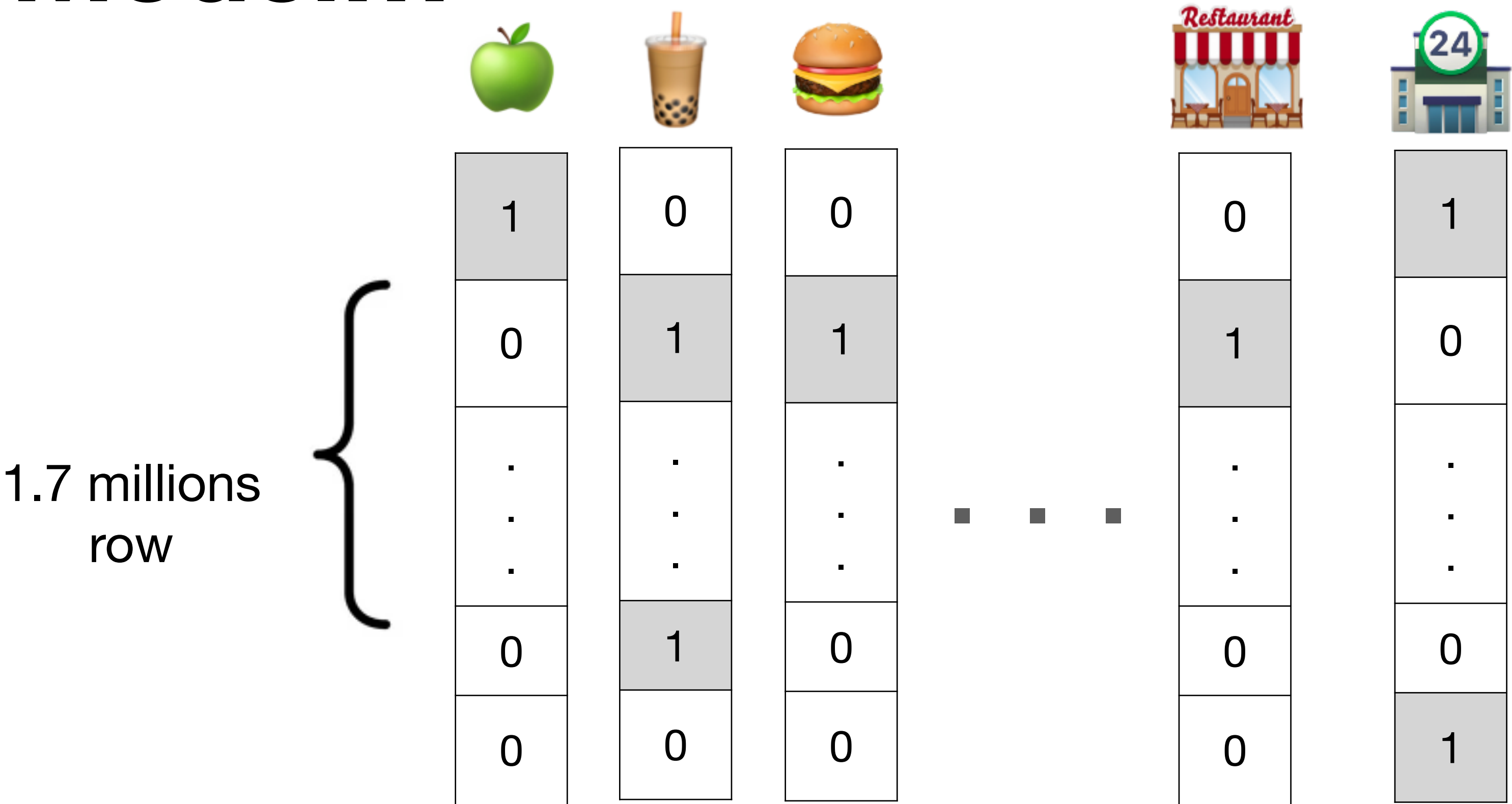


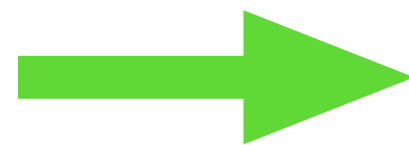
Data Model...



One hot encoding

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

Consumption Patterns



Consumer
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