## MKT 680 Marketing Analytics Project 1 $\,$

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2/2/2021

## **Customer Clusters**

Who are the best customers in terms of revenues, profits, transactions/store visits, number of products?

```
#library(data.table)
#tran_dt <- data.table(tran)
#tran_dt_rev <- tran_dt[,list()]</pre>
```