**[Hackathon Problem Statement: Afrimash Customer Intelligence Challenge**

Afrimash is a leading agricultural marketplace that connects farmers with trusted manufacturers, importers, and wholesalers of quality agricultural products. Through its online and mobile platforms, Afrimash enables farmers to conveniently access essential products and expert consultations that help improve productivity and farm outcomes.

To continuously enhance customer satisfaction and drive business growth, Afrimash aims to better understand its users and strengthen customer engagement. The company wants to leverage data to gain deeper insights into customer behavior, improve customer lifetime value, and optimize marketing strategies that drive repeat purchases.

Afrimash is seeking a data-driven solution that can:

* Segment customers into meaningful groups based on behavior and demographics
* Predict customer behavior and purchasing patterns
* Analyze and improve customer retention rates
* Provide an interactive dashboard or report for real-time insight visualization
* Generate personalized product recommendations

**Your Mission:**As a data expert, your challenge is to design and develop a solution that delivers these insights and recommendations. Your work should empower Afrimash to make informed, data-driven decisions that strengthen farmer relationships and boost long-term growth.

**Bonus Expectation:**In addition to your analytical solution, Afrimash would be pleased to receive a clear implementation roadmap outlining how your proposed system can be deployed and scaled in a real business environment. Inclusion of an architecture diagram will be much appreciated.

If you can help Afrimash achieve this vision, welcome to the challenge — and may the best solution win!