

Product_Category_Beauty <int>	Product_Category_Books <int>	Product_Category_Clothing <int>	Product_Category_Electronics <int>	Product_Category_Home <int>
0	1	0	0	0
0	0	1	0	0
0	1	0	0	0
0	0	1	0	0
0	1	0	0	0
1	0	0	0	0

0.14 of 13 columns

3. Ordinal encoding

```
```{r}
#Ordinal Encoding for Membership_Level Levels: Bronze < Silver < Gold < Platinum
df$Membership_Level_Ord <- factor(df$Membership_Level,
 levels = c("Bronze", "Silver", "Gold", "Platinum"),
 ordered = TRUE)
df$Membership_Level_Ord <- as.numeric(df$Membership_Level_Ord)
```
```

| Membership_Level_Ord
<dbl> |
|-------------------------------|
| 4 |
| 2 |
| 4 |
| 2 |
| 2 |
| 2 |

4. Label encoding

```
```{r}
Label Encoding for Payment_Method
df$Payment_Method_Label <- as.numeric(factor(df$Payment_Method))

#Final data
head(df)
```
```

| Payment_Method_Label |
|----------------------|
| <dbl> |
| 2 |
| 2 |
| 4 |
| 4 |
| 3 |
| 1 |

Final data

| | Customer_Age | Annual_Income | Membership_Level | Payment_Method | Payment_Method_Label | Membership_Level_Ord | Product_Category_Beauty | Product_Category_Books | Product_Category_Clothing |
|---|--------------|---------------|------------------|----------------|----------------------|----------------------|-------------------------|------------------------|---------------------------|
| | <int> | <int> | <chr> | <chr> | <dbl> | <dbl> | <int> | <int> | <int> |
| 1 | 56 | 125186 | Platinum | Credit Card | 2 | 4 | 0 | 1 | 0 |
| 2 | 69 | 54674 | Silver | Credit Card | 2 | 2 | 0 | 0 | 1 |
| 3 | 46 | 55854 | Platinum | PayPal | 4 | 4 | 0 | 1 | 0 |
| 4 | 32 | 66271 | Silver | PayPal | 4 | 2 | 0 | 0 | 1 |
| 5 | 60 | 93688 | Silver | Debit Card | 3 | 2 | 0 | 1 | 0 |
| 6 | 25 | 58518 | Silver | Cash | 1 | 2 | 1 | 0 | 0 |