

# P4.3 - Techniques non-supervisées

Segmenter des clients d'un site e-commerce

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# Outline

- 1 Introduction
- 2 Data Wrangling
- 3 Feature Engineering
- 4 EDA
- 5 Conclusion
- 6 Bibliography

# Introduction

# PCA

[1]

# References



Principal Component Analysis.

[https://sebastianraschka.com/Articles/2015\\_pca\\_in\\_3\\_steps.html](https://sebastianraschka.com/Articles/2015_pca_in_3_steps.html),  
January 2015.