

Formative assessment:

1. Is the project aims and background clear and easy to understand? Provide reasons why you found the project aims clear or provide suggestions to improve the clarity.
2. Are the derived variables clear and well described? Would you be able to create the described variables based on the information provided? Do you think the variables described would be helpful in distinguishing between customers? If you have answered no to these questions, provide reasons why.
3. If the submission includes plots and tables (which it should), provide feedback on the quality of tables and figures. Are they easy to read and understand? Explain why, or provide suggestions to improve the quality of plots and tables.
4. Is there a good balance between plots and tables in relation to the written content? For example, do plots or tables appear that are not adequately discussed in the main text?

- 1) Aims and background is well articulated and explained. Do not think that mentioning 11 segments (and subsequently 3) is needed here as the data might prove otherwise. Think you should have kept it generic at "customer segmentation to identify distinct groups". Some small spelling errors, but minor. It's not clear whether the N/A gender (missing income, age) population will be kept in the data for segmentation? Might need to make that clearer in the final document.
- 2) Variables are clear with potential outliers well explained. "Bi-modal" distribution for income on pg. 4 might be a stretch though. I think importantly, the average spend per Group does also depend on whether they were more exposed to Bogo or discount (as you have to spend, on average, less on Bogo to receive a benefit). New and potential variables are well explained.
- 3) Plots are easy to understand and well explained. They do cover the data quite well as well, i.e., not isolated to one/two elements. Labels etc could however be better for final document.
- 4) All plots contain views that are adequately explained in the text. Will be better to use captions for graphs though to reference them properly.