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Creating Customer Segments

A part of the Machine Learning Engineer Nanodegree Program

[PROJECT REVIEW](#)[NOTES](#)

Requires Changes

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Dear student,

This is one of the most original attempts made for this project, and I really enjoyed reviewing it! 😊

There are a few issues that you need to address, but surely, you will meet all the specifications in your next submission.

Keep up the hard work! 👍

Data Exploration

Three separate samples of the data are chosen and their establishment representations are proposed based on the statistical description of the dataset.

Awesome visualizations, but ideally, you should explicitly refer to the data statistics when predicting the establishments represented by the sample points.

Suggestion:

As we see later, the features' distribution is highly right-skewed, therefore, the median would probably serve as a better reference than mean. In fact, I would recommend comparing to the quartiles to get a better idea of the nature of the establishments represented.

Code tip:

You can use the following code to plot the percentile heatmap for sample points:

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