

# Project A: Customer Segmentation

Team



Shushan



Mercedes

## Objective

Analyzing customer behavior of a grocery retailer's customer database to provide recommendations on specific needs, behaviors and concerns of different types of customers.

The company can analyze which customer segment is most likely to buy the product and then market the product only on that particular segment.

## Data

- marketing\_campaign dataset from Kaggle
- 2240 rows, 29 columns

## Method

Kmeans clustering

Regression model

# Project B: Fake News Detector

## Team



Shushan



Mercedes

### Objective

Use Machine Learning Techniques to build a Fake News Detector.

### Data

- In order to build the Fake News Detector we will use the data set Fake.csv and True.csv that we can find in Kaggle.
- 44898 rows, 4 columns

### Method

NLP technique