1. Customer Engagement - <https://colab.research.google.com/drive/1K-JnASCeYC1boWxcI7Sry8L9sDwMRPac>
2. Customer Profile Exploration and Predictors of Engagement- <https://colab.research.google.com/drive/175-U0iq5di1XBTiegCrPLHSGpcq35yZy>

1. Sentimental - <https://colab.research.google.com/drive/1hDgvttN1DxaxzVIq2GBZW-RnRYmlkR9g>