Positives:

* Correctly identified bags as exclusion from products.
* Identified customer segments to target: Loyal Customers and Cherry Pickers.
* Identified product group to target: Highly Discounted.
* Relatively thorough analyses can be seen from the code (but not included in the report).
* Codes are well-commented.

Improvements:

* Did not mention data issue on Transaction ID and remedy.
* Incomplete analysis, e.g., majority of the customer receive what percentage of discount? Better to provide a histogram and/or middle 50 or middle 75 percentile ranges for all metrics.
* Use graphs/charts for better explanation, e.g., a pareto curve to demonstrate long-tail across products.
* Listing product ID without descriptions is not helpful to the reader.
* Did not demonstrate any understanding of seasonality.
* No assumptions/analysis on profits.
* Analyzed stores and products in absolute terms rather than relative when the transaction data represents a small sample of all transactions.
* Numbers representing “Frequency to buy…”, “Frequency visiting stores” and “Discount Frequency” were not explained.
* Product Unit price is not a good metric to consider unless analyzing comparable products.
* Did not identify in the report the highly discounted product categories nor the effectiveness of discounts on the products.
* Lack justification for some recommendations, e.g., Are Cherry Pickers profitable customers to target? Are High Spenders responsive to promotional discounts?
* No basis to rearrange store layouts.
* Did not identify targeting opportunity, i.e., are there enough profitable customer-product pairs to target?
* There are some typos/grammatical errors.
* There are incorrect comments in the code.
* Better to combine 3 sets of codes as a large portion of the codes are redundant and will be hard to maintain.

Grading:

* Integration of domain knowledge/practicality into solution (17/20%)
* Creativity and mathematically sound application/execution of chosen technique/model (22/25%)
* Robustness and efficiency of solution/code (22/25%)
* Report and presentation flow (17/20%)