

Robson Muller

ifood case

1. Presentation is saved in both PDF and Key format
2. **ifood_exploratory_analysis.ipynb** is the file which contain the exploratory analysis
3. **ifood_decision_tree.ipynb** is the file which contain the prediction model development
4. **ifood_data_analysis_final.csv** is the formatted dataset
5. **ifood_customers_to_attack.csv** is the dataset which contain the customers most vulnerable to a marketing campaing based on behaviour (it is described in the presentation)