* Link to Azure Noteook : <http://bit.ly/2pXjMOd>
* Use smoothing by bin means to smooth the values of the Age attribute. Use a bin depth of 4.
* Use min-max normalization to transform the values of the Income attribute onto the range [0.0-1.0].
  + Please refer the attached videostorAtoD.csv.
* Use z-score normalization to standardize the values of the Rentals attribute.
  + Please refer the attached videostorAtoD.csv.
* Discretize the (original) Income attribute based on the following categories: High = 60K+; Mid = 25K-59K; Low = less than 25K
  + Please refer the attached videostorAtoD.csv.
* Convert the original data (not the results of parts a-d) into the standard spreadsheet format (note that this requires that you create, for every categorical attribute, additional attributes corresponding to values of that categorical attribute; numerical attributes in the original data remain unchanged).
  + Please refer the attached videostorAtoD.csv.
* Using the standardized data set (from part e), perform basic correlation analysis among the attributes. Discuss your results by indicating any strong correlations (positive or negative) among pairs of attributes. You need to construct a complete Correlation Matrix (Please read the brief document Basic Correlation Analysis (see course website) for more detail). Can you observe any "significant" patterns among groups of two or more variables? Explain.
  + Please refer the attached videostorEtoI.csv.
  + Low income group rents the highest number of videos.
  + Females watch more of drama and men watch more of action.
* Perform a cross-tabulation of the two "gender" variables versus the three "genre" variables. Show this as a 2 x 3 table with entries representing the total counts. Then, use a graph or chart that provides the best visualization of the relationships between these sets of variables. Can you draw any significant conclusions?
  + Females watch more of drama and men watch more of action.
* Select all "good" customers with a high value for the Rentals attribute (a "good customer is defined as one with a Rentals value of greater than or equal to 30). Then, create a summary (e.g., using means, medians, and/or other statistics) of the selected data with respect to all other attributes. Can you observe any significant patterns that characterize this segment of customers? Explain. Note: To know whether your observed patterns in the target group are significant, you need to compare them with the general population using the same metrics.
  + Good customers tend to watch more movies of drama genre followed by action genre.
  + Females rent the highest number of vides in the category of good customers.
  + Mean income of good customers is lower than the general customers.
  + Mean age of good customers is lower than the general customers.
  + Mean rentals of good customers are higher than general customers.
  + Mean Avg.Per.Visit of good customers is slightly higher than general customers, median value however is lower for good customers.
* Suppose that because of the high profit margin, the store would like to increase the sales of incidentals. Based on your observations in previous parts discuss how this could be accomplished (e.g., should customers with specific characteristics be targeted? Should certain types of movies be preferred? etc.).Explain your answer based on your analysis of the data.
  + More movies with action genre should increase the incidentals.