

MSiA 421: Data Mining

Assignment -3

Individual Assignment (100 points)

Instructions:

- Submit the paper review as a word or pdf file.
- Submit code as a Python notebook (. ipynb) file along with the HTML version.
- Write elegant code with substantial comments. If you have referred to or reused code from a website add the links as reference.

1. Paper Review – Following the guidelines review any one of the technical papers from Group3 **(30)**
2. An online retail company wants to use its transactions data for promoting their products, improve online customer experience, grow their customer base, as well as retain their best customers.

As a data science consultant, you are tasked with making sense of the raw data and help create a set of strategies to accomplish these goals by applying techniques such as:

- RFM Analysis to categorize, target and retain the best customers **(20)**
- Market Basket Analysis for improving product offerings and category placement **(20)**
- Recommendation Engine for improving the online shopping experience **(20)**
- For each of the areas above propose a brief marketing strategy that could leverage the models developed. **(10)**

Note:

- The combination of date and customer id can be considered as a unique order id.