

Project A: Customer Segmentation

Team



Shushan



Mercedes

Objective

Analyzing customer behavior of a grocery retailer's customer database to provide recommendations on specific needs, behaviors of different types of customers.

The company can analyze which customer segment is most likely to buy the product and then market the product only on that particular segment.

Data

- marketing_campaign dataset from Kaggle
- 2240 rows, 29 columns

Method

K-means clustering

Prediction model

Project B: Fake News Detector

Team



Shushan



Mercedes

Objective

Use Machine Learning Techniques to build a Fake News Detector.

Data

- In order to build the Fake News Detector we will use the data set Fake.csv and True.csv that we can find in Kaggle.
- 44898 rows, 4 columns

Method

NLP technique