

Guideline

Included Files

The following files are included:

- 2 PDFs:
 - `_READ ME FIRST`
 - **Report_and_Recommendation**: The first part of it is the main report for the marketing dept., the second part of it is additional insights and explanations
- 1 Jupyter notebook (Python)
 - **subscriber_segmentation**: contains the main work
- 1 yml file: reconstitute the python environment used for this work
 - `spacepirates_env.yml`
- 1 CSV data file (not included in this repository)

Instructions

1. Create a new python environment using the yml file ([instructions](#))
2. run **subscriber_segmentation**; outputs for images were commented out
 - a) change the file path at the top (wdir)
 - b) on a relatively fast computer, it will take about 15mins to run
3. read the **Report and Recommendation** as it contains the summary of my findings, the segments with explanation, some graphs, and the marketing recommendations