

# Guideline

## Included Files

The following files are included:

- 2 PDFs:
  - **READ\_ME\_FIRST**: this document
  - **Report\_and\_Recommendations**: 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