Project 1: RFM Analysis with UCI online retail data

[Directions]

* Define how you measure Recency, Frequency, and Monetary values.
* Create the three variables following your definitions.
* For each dimension, divide all customers into three groups evenly.
* Then, you can create a total of 27 customer groups.
* Summarize their features.
* Calculate their contribution to the aggregated sales.
* Due date: **March 20, 23: 59**. You lose ten percent of your grade every 24 hours from the due time.
* Submit a two-page summary in English in a word file and an ipynb code file with outputs for each cell.