

Customer Analytics: Preparing Data for Modeling

Goal: Decrease the memory usage of dataset for processing. For 'int64' data, we want to convert to 'int32', for 'float64' data, we want to convert to 'float16', and for 'object' data, we want to convert them either to ordinal 'category' or nominal 'category' data.

Technologies: Python, Pandas

Description:

1. Read in the data from `pandas.read_csv()`
2. Generated quick inspection through `.head()` and `.info()`
3. Carefully examined each columns to see if we need to turn it into ordinal or nominal categorical variable
4. Applied `.astype()` and `.Categorical()` method to convert data types
5. Filtered resulted data frame with logical operators and delivered results