

CONTENTS OF THIS DELIVERABLE

This DELIVERABLE contains:

- A Tableau Workbook with the following dashboards:
 1. Exploratory Data Analysis
 2. Customer analysis
 3. Cluster analysis
 4. RFM analysis dashboard
 5. RFM Model
 6. Profit Margin Model
 7. Model Accuracy for Data Scientists
- A PDF report explaining insights from each dashboard listed above.
- A Jupyter Notebook including all the Python code used for Data Cleaning, feature engineering and modeling.
- The cleaned final dataset which contains all the model outputs.
- A power point presentation to be presented on August 24, 2021.