# Lab Assignment 6 20 marks

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| CO 4 | Implement Association mining | Apply |

Each question 4 marks.

#### Online retail Sales data is given. Analyze the Customers based on below 3 factors:

* R (Recency): Number of days since last purchase
* F (Frequency): Number of transactions
* M (Monetary): Total amount of transactions (revenue contributed)

Do the Exploratory data analysis on the data

1. Reading and Understanding the Data
2. Data Cleansing
3. Data Preparation
4. Model Building using **Hierarchical clustering**
5. Final Analysis- What is the inference from the clusters formed?