# **Final Group Project – Shared Files in the Google Drive**

Here is the link to the Google Drive containing our Python & R Codes & raw datasets: <https://drive.google.com/drive/folders/1DmCwtr-VixWhlXfbSGlyPhloUovdgdjl?usp=sharing>

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| **File Name** | **Description** |
| data\_processing.py | Data Pre-processing Python Codes |
| df\_temp.csv | Expected Revenue Data aggregated by Customer ID |
| Final Project Codes.ipynb | Jupyter Notebook with Python & R Source Codes |
| model\_data.csv | The RFM Model Dataset |
| online\_retail\_II.xlsx | Retail Customer Transaction Raw Data |
| result\_gp.csv | Goal Programming Results Dataset |
| result\_ilp.csv | Integer Linear Programming Results Dataset |
| rfm\_ilp.py | Integer Linear Programming Python Codes |
| rfm\_gp.py | Goal Programming Python Codes |
| rfm\_ilp\_simulation.R | Integer Linear Programming R Codes |
| rfm\_gp\_simulation.R | Goal Programming Simulation R Codes |
| Visuals.twb | ILP & GP Simulation Results Visualization |