Final Project Submission

(Group: SuperMachine)

Hi, this is our final project submission. The central aim of our project is to cluster the customers based on some features selected and figure out their willingness to purchase wine. After we divide the customers according to their willingness, we can send out the corresponding advertisements. Hence, from the result of this project, the company can make their advertisements more targeted and effective. Hope you enjoy it!

Slides: https://docs.google.com/presentation/d/1lEGSsOH4-VeY8D7uvoxVWyjSI8HM8pdhXz3SKXk3k6Y/edit?usp=sharing

Presentation: https://www.youtube.com/watch?v=NSMhuqOPS3c

Due to the time limitation, our presentation cannot talk about everything in great detail. So you can see our slides for more details!