**Problem Statement:**

A credit card company is in process of making their marketing strategy dynamic. As part of the process, they need to understand their users’ loyalty and segment them accordingly. As a next step, they need you to **come up with an algorithm to assign a loyalty score for each card user**.

**Data description:**

\*For sake of this assignment, you can assume that every user holds only one card

|  |  |
| --- | --- |
| **File name** | **Description** |
| train.csv | the training set for loyalty scores |
| test.csv | the test set |
| historical\_transactions.csv | historical transactions for each card\_id |
| new\_merchants.csv | Contains all purchases that card\_id made at new merchants that were not visited in the historical data. |

**Evaluation method:**

RMSE score

Please note that not only the final score will be evaluated. Keep in mind, that we will also review your approach to the problem, the quality of the code, and your way to the final solution. We strongly encourage you to keep all the models you are going to use not only the final one and comment/explain parts of the code you would like us to fully understand