Link of data: <https://archive.ics.uci.edu/dataset/502/online+retail+ii> + file attached (Customer data). Everything should be analyzed in USD dollars.

1. **Data Cleaning and Exploration:**

* Handle missing values, duplicates, and outliers in relevant columns.
* Use summary statistics and visualizations to explore the data.

1. **Data Manipulation:**

* Based on both sources, design a data model (Tables and relationships) for saving the data for the analysis. Try to normalize as much as possible.
* Create extra columns to expand the analysis.

1. **Data Visualization:**

* Use the tool of your preference to tell a story of the data. Provide recommendations for the e-commerce business to get more money.

1. **Statistical Analysis:**

* Select a hypothesis related to total sales (e.g., average sales differ between weekdays and weekends) and perform a statistical test.
* Conduct a simple linear regression analysis using appropriate variables.

1. **Written Report (Optional)**

* You can send a report upfront explaining the process you followed including the analysis steps, key insights, and recommendations.

1. **SQL/Dax/Other tool Querying (During the presentation of your technical test)**

* You will need to test the model you created in session 2. Make sure you are ready during the presentation.

1. If the dataset is stored in a relational database, you will be asked to run an SQL query.
2. If the dataset is stored in Power Bi, you will be asked to run the Dax expression.
3. Another tool, you will be asked to run a query in that tool.
4. **Communication Skills (During the presentation of your technical test)**

* Demo (1-4) items