

For this question, you will be utilizing the files contained in Problem_Solve.zip.

Within the Zipped folder, you'll find three folders containing the target address data for each audience type. There are three Audience Types: Movers, Neighbors and Past Customers. There is also a .txt file of mock Sales data (Sample_Sales.txt).

Most of our clients on a monthly basis will send us Sales Data to have us perform a Sales Analysis to prove out the efficacy of a campaign. The Sales Analysis consists of matching the target addresses (the addresses that received ads) with the sales data and then making the Sales Analysis easily understandable for the average person.

Requirements:

CSV with Matched Sales

Exportable Sales Analysis with Visuals

- Revenue from Matched Sales
- Total Revenue
- % of Total Revenue
- Revenue by Audience Type
- % of Total Revenue by Audience Type
- # of Matched Customers (Unique Transactions)
- # of Matched Sales (Total Transactions)
- Total Customers (Unique Transactions)
- Total Sales (Total Transactions)
- % of Total Customers
- % of Total Sales
- Avg. Transaction Value
- Avg. Matched Transaction Value
- Avg. Transaction Value by Audience Type
- Sales by Product Description
- Matched Sales by Product Description
- Matched Sales by Product Description by Audience Type

Question:

- Is this something that you could Automate?
 - If Yes, how would you go about it?
 - (Optional) Bring to the interview a program that automates the process or part of the process.
 - (extra) Create a visual of the data that would be informative to the client.