Background of this data analytics project

* AMC Theaters Data Set of Loyalty Members
  + Insider members (free program) who have not upgraded
  + Premier members (paid program) who were once Insider members and upgraded to the paid program
    - Program information: <https://www.amctheatres.com/amcstubs>
  + Does not include customers who paid to be Premier without first having an Insider membership
  + Analysis focused on identifying people who have, or would, upgrade to the paid program
  + Each paid membership is $15/year
  + A 1% increase in paid program membership would yield approximately $xxx,xxx in membership revenue, in addition to lift from more engaged members