Hi,

As per the instructions, I examined the data and have carried out a data quality check for this FMG related task. I have observed

It looks like the number of customers is significantly higher in all of the three months. This seems to

suggest that the trial had a significant impact on increasing the number of customers in trial store 86 but

as we saw, sales were not significantly higher. We should check with the you if there were

special deals in the trial store that were may have resulted in lower prices, impacting the results.

I hope this would help in improving the data quality in future. Looking forward to hearing from you soon regarding the problem with the data quality in the provided dataset.

Warm Regards, Daniella Brito