

# Case Study Project – Pet Box Subscription

We have included everything you need to complete the project in this document. Read it in detail before you get started.

## Company Background

PetMind is a nationwide pet product retailer in the United States. With inflation hitting 41-year highs, the company is planning to reduce the cost of customer retention by improving brand loyalty. The first strategy is to launch a monthly pet box subscription in three months.

The marketing team is preparing a list of popular products for the pet box subscription. The chief marketing officer wants to know whether the list should only include the products being purchased more than once.

## Customer Questions

The marketing team would like to answer the following questions to help with the decision:

- How many products are being purchased more than once?
- Do the products being purchased again have better sales than others?
- What products are more likely to be purchased again for different types of pets?

## Dataset

The dataset contains the sales records in the stores last year. The dataset can be downloaded from [here](#).

The dataset needs to be validated based on the description below:

Column Name	Criteria
Product ID	Character, the unique identifier of the product.
Product Category	Character, the category of the product, one of 11 categories.
Sales	Numeric, the sales of the product in dollars last year. For example, "\$120,000" should be converted into 120000.
Price	Numeric, the price of the product in dollars.
Vendor ID	Character, the unique identifier of the vendor for the product.

Pet Size	Character, the pet size category the product is designed for, one of 5 size categories.
Pet Type	Character, the pet type the product is designed for, one of "cat", "dog", "fish", "bird".  Rows that indicate other pet types should not be included in the analysis.
Rating	Numeric, customer's rating of the product (should be on a 10 point scale)
Rebuy	Binary, whether the product is purchased more than once or not (should be 1 or 0)