Use the following data sets:

**Campaign\_File.txt**

**Customers\_File.txt**

**Products\_File.txt**

**Transactions\_File.txt**

Given below is the variable description for each data set

**Campaign\_File.txt**

|  |  |
| --- | --- |
| **Variable** | **Description** |
| Card\_ID | Card id of the customer (unique) |
| Campaign\_Reponce | Did the customer respond, T/F logical column |

**Customers\_File.txt**

|  |  |
| --- | --- |
| **Variable** | **Description** |
| Card\_ID | Card id of the customer (unique) |
| Registration Date | Date on which customer was registered with the store |
| Gender | Gender of customer |
| Birth Date | Date of birth |

**Products\_File.txt (Master file of all products available)**

|  |  |
| --- | --- |
| **Variable** | **Description** |
| Product Code | Numeric code for each product |
| Product Category | Character code for category |
| Unit Price | Price in $ |

**Transactions\_File.txt**

|  |  |
| --- | --- |
| **Variable** | **Description** |
| Transaction\_ID | Self Explanatory |
| Card\_ID | Card id of the customer |
| Payment Method | Mode of payment |
| Timestamp | Time of transaction |
| Product Code | Numeric code for each product |
| Items\_Number | Number of units purchased |
| Items\_Amount | Total $ amount of purchase |

**Answer the following questions:**

*While importing files, make sure that column labels are read in properly also make sure you can using the right separator.*

Q1**.** Based on the transactions, which product category dominates in terms of $ amount?

(Hint: You will need to merge Transactions and Product data sets and then look at Product category)

Q2. Perform a suitable age grouping and find out contribution of each of the age group in terms of $ amount spent.

(Hint: A merge between Customer and Transaction table will be required)

Q3. Find the response rate to the campaign. Also identify the age group of customers where response rate is high. Is there a consistent trend.

(Hint: Add age information from customer file to the campaign file, compute response rate by age. This can be done by binning age either in deciles or quartiles and seeing if there is a consistent trend)

Q4. Repeat the analysis above with “Tenure” of customer. (Tenure will be defined as the time period between the Date of Registration and 31/12/2002)

Q5. Create a cross tab of response rate between Age and Tenure of customers. Do you observe anything?