**Analysis Instructions**

We aim to measure the impact of the **number of implements** and the use of **hub rental services** on customer performance, measured by acres serviced. Specifically, we want to determine:

1. Whether customers with more implements are more successful than those with only one implement.
2. Whether customers who utilized implements from our hub rental services perform better (in acres serviced) compared to those who haven’t.

**Key Notes on the Dataset**

The dataset includes the following columns:

1. **Customer Identifier**: A unique identifier for each customer.
2. **Date of Entry**: The date when the customer joined the program.
3. **Data Retrieval Date**: The date when the dataset was compiled.
4. **Duration of Stay**: The length of time (in days) the customer has been in the program, calculated as Data Retrieval Date - Date of Entry.
5. **Number of Implements**: Indicates whether the customer owns one or two implements.
6. **Primary Implement Type**: Specifies the type of the first implement owned by the customer.
7. **Second Implement Type**: Specifies the type of the second implement owned by the customer (if any). For customers with only one implement, this column will be blank
8. **Region of Origination**: The region where the customer originates from.
9. **Country**: The country where the customer is based.
10. **Acres Serviced (2022)**: The number of acres serviced by the customer in 2022.
11. **Acres Serviced (2023)**: The number of acres serviced by the customer in 2023.
12. **Acres Serviced (2024)**: The number of acres serviced by the customer in 2024.
13. **Total Acres Serviced**: The cumulative number of acres serviced by the customer since joining the program. (This includes the acres serviced with rented implement too)

**Hub Rental Services Analysis**

We’d like to assess the impact of hub rental services on performance. The relevant columns include:

1. **Rented Implement (Yes/No)**: Indicates whether the customer has rented an implement from our hub rental services (Yes/No).
2. **Rented Implement Type**: Specifies the type of implement rented. For customers who haven’t rented, this column will indicate "None."
3. **Rental Duration**: The number of days the customer rented the implement.
4. **Acres Serviced with Rented Implement**: The number of acres serviced using the rented implement.

**Objective of the Analysis**

1. Determine how the **number of implements owned** (one vs. two) influences performance (total acres serviced).
2. Analyze if the **use of rented implements** impacts the number of acres serviced.
3. Incorporate the **time series** (duration of stay) into the analysis to account for differences in the length of program participation.

**Clarity on Dataset Structure**

* Each row represents a single customer.
* Columns are ordered as described above for easy reference.
* The program began in 2022, so all performance metrics should reflect data from that year onward.

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