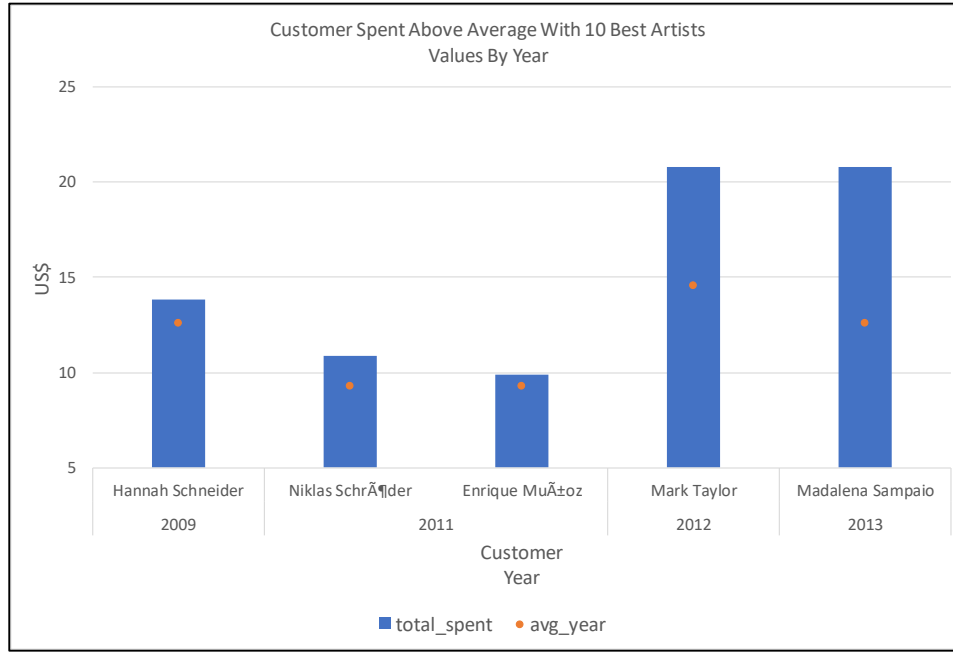


# Customers to Invite to the Concert

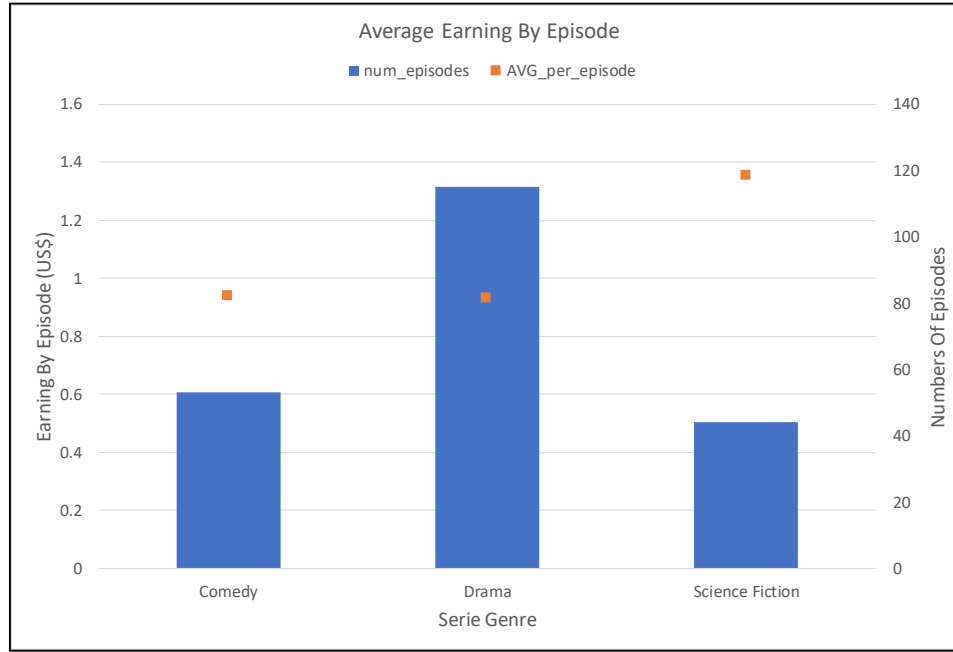


We will invite to the show the customers that spent above the average with the best artists, as previously defined.

It will be consider the average value spent with the artists by year and compared with the total spent with the same artists for every customer.

The five customer on the chart on the side spent above the average on the years below them.

# Most Profitable Series Genre



A movie studio is planning to launch a new series and was wondering which genre they should consider write the script.

They come to us to understand which gender it should be chosen based on the purchases made by our customers.

As it is shown, they should choose Science Fiction, since it has more earning per episode.

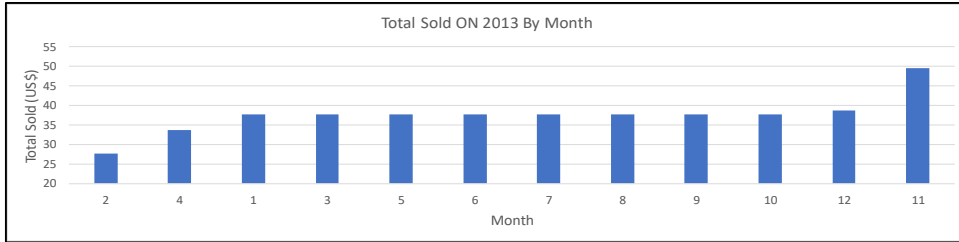
# Customer Without Orders Last Year

sales_rep	customer_name	email	last_order
Jane Peacock	Jennifer Peterson	jenniferp@rogers.ca	15-12-12
Jane Peacock	Niklas Schröder	nschroder@surfeu.de	30-06-12
Jane Peacock	Puja Srivastava	puja_srivastava@yahoo.in	30-05-12
Jane Peacock	Tim Goyer	tgoyer@apple.com	13-09-12
Margaret Park	Dominique Lefebvre	dominiquelefebvre@gmail.com	13-08-12
Margaret Park	Fernanda Ramos	fernadaramos4@uol.com.br	01-11-12
Margaret Park	João Fernandes	jfernandes@yahoo.pt	01-10-12
Margaret Park	Mark Taylor	mark.taylor@yahoo.au	31-08-12
Steve Johnson	Hannah Schneider	hannah.schneider@yahoo.de	14-11-12
Steve Johnson	Jack Smith	jacksmith@microsoft.com	31-07-12
Steve Johnson	Joakim Johansson	joakim.johansson@yahoo.se	02-12-12
Steve Johnson	Leonie Köhler	leonekohler@surfeu.de	13-07-12
Steve Johnson	Luis Rojas	luisrojas@yahoo.cl	14-10-12

One attempt to increase our sales will be give discounts for customers that did not purchase on the last year (2013).

The customer on the side will be contact by their sales representative to offer the “Miss You” Discount.

# Rules to Use The “Miss You” Discount



The “Miss You” discount will have two rules: the discount will be valid only on the month that we sold less on 2013 and the purchase value has to be, at least, equal to the average value of the customer’s country.

As we can see on the left, the discount will be valid on February. The minimum value varies by customer and can be seen on the bottom graph.