Can engineer age column from DOB and transaction year

Can engineer potential profit column from list price – standard price (Probably also a percentage)

Product details dataset based on product ID. However, product IDs are duplicated, therefore, not good for identifying individual products. Creating a dataset omitting product ID field and removing duplicates thereafter.

Lucrative\_product field based on binning of percentage potential profit. Bins will be:

* Low – 0 - 100%
* Moderate – 101 - 480% (480 is the upper limit for the whole product details dataset)
* High – 484% +

Joining back to transactions dataset.

Analysis of lucrative products transactions.

Looking at customer related fields and coming up with a definition of lucrative\_customer.

Analysis of common factors in lucrative customers and building a model.