

Project Description

Deadline 13 June 2022

You are required to use the dataset that you have generated in Assignment No 3 to answer following questions. Please note the strategy and answer of these questions may vary from student to student. While answering these questions you have to define certain concepts, such as “frequent customer”, “poor customer” and so on. These definitions may vary from student to student.

- 1) Does the purchase amount of the customers increase over the period of time?
- 2) We believe rich people are prone to churn as compared to poor customers. Verify.
- 3) We believe that the churned customers visit the stores occasionally. Verify.
- 4) Overall spending of churned customers is significantly lesser than the non-churned customers. Verify.
- 5) Use linear model to predict churned customers by using features of your liking from the data set. Report the accuracy of your model.

- You are required to use R for answering these questions.
- While answering these questions, you are required to check that the assumptions for hypothesis testing are met.
- Visually inspect data where ever possible to understand the problem better. Such visualizations must be submitted with your code.
- Your code must be well commented to explain each line of code.