**Problem Statement:**

Retail Datasets for Dec 2022 and Dec 2023 for a US based Toy Retailer, is provided in the csv files Customer, Sales and Stores. Requirement is to compare two years (2022 vs 2023) across KPIs and multiple categories of Customers.

**Hygiene Check:**

1. Only consider stores for the analysis which have served equal number of days in both the time periods (2022 & 2023)
2. Only consider Customers for the Analysis for which we have a Profile available.
3. Only consider those Customers residing within 50 miles of the store they shopped in

**Objectives**

1. Provide a KPI overview of 2022 vs 2023 performance for the customers. The data should be provided for Overall Customers as well as the New Customers
2. Identify the Top 2 and Bottom 2 stores by 2023 vs 2022 growth and identify the core KPI which saw the most growth.
3. Compare profile performance for 2 timeframes and highlight the best and worst performing profiles.
4. Compare KPIs for Online Only, Instore Only and Multichannel Customers for 2023
5. For all the Customers, who made more than 1 purchase in 2023, what was their Average Order Value for their 2nd Transaction?