**Customer Value Analysis for Drinks@Home**

**Business Context:**  
**Drinks@Home.uk** is an e-commerce website selling beverages. The company wants to analyse **customer behaviours and spending patterns** to enhance profitability.

**Key Tasks:**  
**Customer Spending Analysis:**

* Identify factors influencing customer spending using provided data (400 customer records).
* Analyse variables such as **Advertisement Channel, Age, Income, Time on Site, and Voucher Usage**.
* Use **Regression Analysis, Correlation Analysis**, and other analytics methods.

**Marketing Strategy Recommendation:**

* Choose the most profitable strategy:  
  ✅ **Target customers over 45 years old.**  
  ✅ **Provide a £20 voucher for repeat purchases.**  
  ✅ **Increase influencer marketing investment.**
* Justify the decision based on **data insights** and impact on revenue.