**Assignment 3**

The marketing team of a large company named XYZ is exploring ways to improve their sales and market share. Hence, the management has contracted an Analytics firm to understand what factors they should focus on. Imagine you are an Analyst in this firm posed with a series of questions as given below:

1. The Marketing Team has launched a campaign recently and they want to understand how well their campaigns are able to attract new customers.   
     
   Show the New Customer Acquisition on a trend line. During which period did new customers grow the most. During which period did it flatten?
2. The business wants to calculate profitability for business day.  
     
   They want to know how many days each month has been profitable and unprofitable.
3. Which are the top 5 countries by sales.  
     
   The strategy team feels that if you remove the bottom 10 percentile it will change the top 5 countries ranking. Validate this.
4. From the analysis done on the dataset, provide recommendations to increase their sales and market share.