Problems to be addressed:

1. Are there any data anomalies? If yes what is the percentage of such anomalies? How will you tackle them?
2. Identify key patterns observed in the dataset, highlighting significant trends or correlations that provide valuable insights. *At least 5 major findings*.
3. Define the target audience for an email campaign by considering a specific audience size that aligns with the campaign goal of “Customer Retention Resurgence!”

# DATASETS TABLE

1. Advisor’s Personal Information (1000 advisors)
2. Advisor’s Assets for past 16 months
3. Advisor’s Transaction for past 16 months
4. Advisor’s Activity with Sales Associate for past 16 months
5. Advisor’s Firm Information

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Advisor’s Details** | **Firm Details** | **Asset Details** | **Transaction Details** | **Activity Details** |
| CONTACT ID | FIRM ID | CONTACT ID | CONTACT ID | CONTACT ID |
| NICK NAME | FIRM NAME | MONTH | TRANSACTION DATE | ACTIVITY TYPE |
| FIRST NAME | PARENT ID | ASSET | TRANSACTION VALUE | ACTIVITY DATE |
| MIDDLE NAME | PARENT NAME |  | SALES/REDEMP CODE |  |
| LAST NAME |  |  |  |  |
| PREFIX |  |  |  |  |
| SUFFIX |  |  |  |  |
| MOBILE PHONE |  |  |  |  |
| PRIMARY EMAIL |  |  |  |  |
| FIRM ID |  |  |  |  |
| STREET\_1 |  |  |  |  |
| STREET\_2 |  |  |  |  |
| CITY |  |  |  |  |
| STATE |  |  |  |  |
| ZIP |  |  |  |  |
| COUNTRY |  |  |  |  |
| SEGMENT |  |  |  |  |
| BIRTHDATE |  |  |  |  |
| INDUSTRY EXP |  |  |  |  |
| FIRM EXP |  |  |  |  |

# COLUMNS IN EACH TABLE