Loyalty Program Management

- **Description**: Create a workflow that automatically identifies loyal customers based on their loyalty_score and purchase_frequency, and sends targeted marketing emails.
- **Steps**:
    1. Automate reading the data from the provided dataset.
    2. Identify customers with a high loyalty_score (above threshold 6.5) and between the age of 27 and 35.
    3. Use UiPath's email automation features to send personalized loyalty rewards or offers to these customers.
    4. Send emails with the personalized message..
    5. Create another excel sheet with segmentation of the customers (Apply segmentation logic (based on annual_income, loyalty_score, purchase_frequency). Anybody with annual income of over 60000 and loyalty score of above 6.5 and purchase frequency of over 23.5 should be marked as high. Anybody with annual income of over 45000 and loyalty score of above 4.5 and purchase frequency of over 14.5 should be marked as Medium. Anyone below that should be marked as low (create a new column to hold high , medium and low classification)