## Customer segmentation challenge for Analysts

Please complete the following data processing challenge by <INSERT DATE HERE>.

### Description

Use the data provided in the file customer\_data\_sample.csv and, through the use of visualizations and/or statistics answer the question:

**"What are the most important factors for predicting whether a customer has converted or not?"**

Converted customer is represented in the data in the field "converted", and the nature of what this conversion means is (intentionally) unknown in the context of the challenge.

### Fields

| field | explanation |

|---|---|

| customer\_id | Numeric id for a customer

| converted | Whether a customer converted to the product (1) or not (0)

| customer\_segment | Numeric id of a customer segment the customer belongs to

| gender | Customer gender

| age | Customer age

| related\_customers | Numeric - number of people who are related to the customer

| family\_size | Numeric - size of family members

| initial\_fee\_level | Initial services fee level the customer is enrolled to

| credit\_account\_id | Identifier (hash) for the customer credit account. If customer has none, they are shown as "9b2d5b4678781e53038e91ea5324530a03f27dc1d0e5f6c9bc9d493a23be9de0"

| branch | Which branch the customer mainly is associated with |

### Submission requirements

Submit your work as a git repository (preferred way):

**Via git (github or bitbucket):**

Submit your answer as a version controlled (git) repository (repo) in github or bitbucket. Make sure your repo is public and submit a link to it via email.

**Suggested tools / approaches**

- Use summary statistics, visualization or other analytical means to explain your argumentation - it's important that you coherently explain, why you deem certain factors important and why some might be considered more important than others

- You can for example use ipython (jupyter) notebooks, BI visualization tools (Tableau, Power BI, Excel) or such

- Remember to include your full answer and used visualizations (code and pdfs) in your submission

Reach out to **adithya@lenus.io** if you have any questions regarding the case brief or dataset.