**Exercise 1**

1. Read the syllabus.

2. Sign up for Posit Cloud and join the course here.

3. Email me with questions or concerns you haven't had answered and/or what topics you're most excited to cover.

4. Read the case and write how you might meet the expectations (no more than one page).

5. Submit your response as a Word document on Learning Suite by the beginning of class Thursday and be prepared to share with the class.

**Five points total:**

**- Two points for reading the syllabus.**

**- Three points for providing a reasonable response to the study case prompt.**

*Your response might look something like this…*

To begin to understand the composition and health of the existing customer base, we can compute a number of summary statistics and visualizations to get a sense of demographics and transactional history breakdown.

We can also look at differences in demographic composition based on customer “health,” including separating customers by how recently they’ve purchased, how much they’ve purchased, and how much they’ve spent (assuming the transactional history includes revenue information).

Finally, we can evaluate customer base health by considering the content of the product reviews.