**Group Assignment Open Source Programming 2019**

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Introduction:

You will receive data about an online gambling website. The company is interested in creating knowledge from their databases; however, they are not really sure how to do this. Your task is to provide 1) basic marketing descriptives for the customer base and 2) create a marketing data mart per customer (so a row for each customer and columns contain key marketing metrics for that customer).

Data:

See the documentation file on Github for a detailed description of the data. Be sure that you are familiar with the data before starting the assignment.

Goals:

Your goal is to create marketing insights from these data. You are going to create a ‘marketing data mart’, in which you capture the important marketing metrics for the betting company. These marketing data are on a customer level, so you will have to create a basetable with one row per customer. The columns should be the different marketing metrics. Examples of marketing metrics are loyalty, consumption, …

Next to this, we want an overall picture on the customers. E.g., where do the customers come from, what is their average age, what type of products do customers buy in specific regions, etc. We want this in a flexible and interactive format, using an R Shiny application. Make sure to be creative and use nice visuals where possible!

(You do not have to do predictive or prescriptive analyses, but make detailed descriptive analyses)

Output:

* Your R scripts, with comments so that this is understandable
* Create a neat and concise Marketing data manual for marketing analysts, that contains the overall summary statistics that you think are relevant (mainly based on the marketing data mart, but can also include other interesting descriptive figures) and also gives a detailed description of the gamblers’ metrics calculated. Do this in an easy, reproducible way.
* A Shiny application, which provides interactive features to investigate the marketing numbers

Due date:

2 weeks after the final session