Data Preparation Process

Critical to determining the effectiveness of MightyHive's product with the data provided is to first find:

- How many more conversions (if any) occured in the test group?

This can be found by first determining the number of individuals whom exist in**both datasets**. This match indicates a caller who abandoned their purchase but then came back and made a reservation.

As is typical of industry problems, the solution is anything but exact. You must **define for yourself**what data you use to determine a match is between the two datasets.

Keep in mind however, you want to maximize the number of matches for your analysis.

Also take this time to do any exploratory data analysis and create any visualizations you deem necessary.

Instructions

- Define what data you use that determines a match between the two datasets

- Do an exploratory data analysis

- Make sure to be able to justify your decision in the final report you submit

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