

## Fuzzy Matching and Data Consolidation

### Challenge Description:

1. **Fuzzy Matching:**
  - **Task:** You will receive two datasets with customer information and transactions.
  - **Objective:** Use fuzzy matching techniques to merge these datasets, correcting typographical errors in customer names.
  - **Tools:** Python (libraries for fuzzy matching, e.g., `fuzzywuzzy`).
2. **Snowflake Storage and Queries:**
  - **Task:** Load the merged dataset into Snowflake.
  - **Objective:** Execute SQL queries to generate a consolidated report on buying patterns.
  - **Tools:** Snowflake (SQL for querying).
3. **Analysis in Jupyter Notebook:**
  - **Task:** Analyze the merged data in Jupyter Notebook.
  - **Objective:** Identify trends and patterns, and document findings.
  - **Tools:** Python (Matplotlib or Seaborn for visualizations).
4. **Visualization in Tableau:**
  - **Task:** Develop a Tableau dashboard to showcase the buying patterns and other significant insights.
  - **Objective:** The dashboard should enable interactive exploration of the consolidated data.
  - **Tools:** Tableau (for visualization).

### Deliverables:

- Python code for fuzzy matching and data consolidation, uploaded to a GitHub repository.
- SQL script for queries, included in the repository.
- Jupyter Notebook with analysis and visualizations.