Please limit yourself to 4 hours time!

Place your submissions to the Submissions sub-folder with the naming convention: lastname_firstname

The Goal

You work at a small food service supply wholesaler that principally services the hotel/restaurant and retail channels. Currently, your company is working on designing a customer loyalty program but your CEO is unsure of the best way to proceed - the current thinking is a loyalty program that incentivizes customers to purchase across multiple offering categories (e.g., if a customer purchases from the grocery, frozen, and deli categories, they receive a discount).

Your CEO would like you to examine annual spending by the company's current customers to understand if such a program would be attractive to the largest subgroup of customers.

The Data

The data are organized in a csv file with headers as follows:

CUST_ID: Customer ID

YEAR: Year

FRESH: annual spending on fresh products

DAIRY: annual spending on dairy products

GROCERY: annual spending on grocery products

FROZEN: annual spending on frozen products

DETERGENTS_PAPER: annual spending on detergents and paper products

DELI: annual spending on delicatessen products

CHANNEL: HoReCa (hotel/restaurant) or Retail