Group 1 – Formative assessment feedback

The project aims and background are easy to understand. I particularly liked the way how the specific goals for the initiative are presented in the beginning.

Be careful, it is NOT the age of 125 that is the default value for customers who have not been willing to provide their data but the **age of 118**.

Based on the information provided, it is possible to create the described variables from the derived variables.

The plots showing the offer acceptance rate (i.e. described variable) by different characteristics indicate that this variable is helpful in distinguishing between customers (e.g. lower acceptance rate for men than for women). It would be nice to do the same extensive analysis for the percentage of offer completed (i.e. the other described variable). Additionally, you might want to derive additional variables.

Overall, the quality of the plots is very good (i.e. clear legend, axis, and title). However, you might consider unifying the theme of the different plots to improve the visual of the report.

In relation to the written content, there is a good balance between the plots and tables.

This is an excellent formative assessment, and I enjoyed reading it.

I look forward to seeing the final report.