**Brief Description on Case Study Two**

Once again, the provided dataset was clean and it had no missing data, which is always a good start. I did notice when I looked at the provided dataset that it was limited to four columns. I really had to use my creativity to find the wanted features from this dataset. After looking for the needed features, I was able to find out useful information about the customer’s revenue growth and the metrics of customer loyalty. After creating the three data visualizations, I found out that in the years of 2015 and 2017. There were over 36% of orders that were less than $10. I also found out that new customers did not have much revenue gains compared to existing customers. One last remake about one of the bar charts, I noticed that in 2017 there was a high attrition rate for existing customer. This was one of the most useful information that relates to keeping existing customers happy with Stouts’ services.