



Task Two



1 2 3 4 5

Here is the background information on your task

Please make sure you attempt Module 1 before starting this Module

Sprocket Central Pty Ltd has given us a new list of 1000 potential customers with their demographics and attributes. However, these customers do not have prior transaction history with the organisation.

The marketing team at Sprocket Central Pty Ltd is sure that, if correctly analysed, the data would reveal useful customer insights which could help optimise resource allocation for targeted marketing. Hence, improve performance by focusing on high value customers.

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