**Open Source Programming 2019 Group Project**

Introduction:

You will receive data about an online gambling website. The company is interested in creating knowledge from their databases; however, they are not really sure how to do this. Your task is to provide 1) basic marketing descriptives for the customer base and 2) create a marketing data mart per customer (so a row for each customer and columns contain key marketing metrics for that customer).

Data:

See the documentation file on Github for a detailed description of the data. Be sure that you are familiar with the data before starting the assignment.

Goals:

Your goal is to create marketing insights from these data. You are going to create a ‘marketing data mart’, in which you capture the important marketing metrics for the betting company. These marketing data are on a customer level, so you will have to create a basetable with one row per customer. The columns should be the different marketing metrics. Examples of marketing metrics are loyalty, consumption, …

Next to this, we want an overall picture on the customers. E.g., where do the customers come from, what is their average age, what type of products do customers buy in specific regions, etc.