1. Download all the files
2. Append consumer\_incentive\_1, consumer\_incentive\_2, consumer\_incentive\_3 into consumer\_incentive table. (Convert each of these three files into dataframes and use pandas. DataFrame.concat())
3. Convert text in files Retailer, Consumer Id to columns
4. Auth\_user inner join retailer on auth\_user.clientid = retailer.retailer\_id
5. Retailer\_id = 162 (Save Mart)
6. Retailer inner join consumer\_id on retailer.retail er\_id = consumer\_id.retailer\_id
7. Consumer\_id inner join consumer\_incentive on consumer\_id.retailer\_id = consumer\_incentive.clientid
8. Date\_joined(auth\_user table) – Registration month
9. Redeem\_date(consumer\_incentive table) – Activation month