**Audience Segmentation**

This is an exercise which hopefully will enable you to demonstrate your presentation skills and also your approach to problem solving. We should emphasise that there are no “Right” answers, what we want are fresh insights and perspectives on a topic that is of great importance in marketing practices.

We have access to enormous amounts of data that carries various types of information which is of value to our clients.

However unorganized and not thought through large data set do not carry a lot of meaning, this is where subscriber/audience segmentation plays significant role. It relies on identifying key differentiators that allow dividing audiences into groups that can be targeted.

You will be given data set and its description; we would like you to organize data, **using Python**, in such a way that clients can easily understand it and use it to make educated business decisions.

The final outcome of your findings should be presented using PowerPoint (or alternative presentation tools); the presentation should also outline analytical/mathematical approach taken along with an identification of the main problems encountered and some thoughts on how to overcome them.

**Note**: Apart from the presentation, Python scripts (\*.py) should be provided.

**Additional Information**

Data set includes:

* Two flat data files
* Specification of the files in .docx

Programming Language:

* Python