**Almarai Data Science Case Study Question**

**Objective**

Almarai looking for a way to differentiate its customer base to be able to track performance and be able to identify any issues/changes in behavior.

**Expectation**

To analyze the data and identify a potential approach to grouping customers or tracking their performance.

There is no explicit right or wrong answer to this problem. Our expectation is to see how you approach the problem, analysis you managed to complete within time frame given and detail our further steps you would undertake if you had more time.

Expected format of delivery is PowerPoint or Word document. Something you can send through and we can discuss during the second round interview.

**Data**

Customer level by month anonymized data for one region of Almarai, detailing several key measures that could potentially differentiate each customers.

**Timings**

10 days