Outline:

The client is a leading Fashion retailer in Australia. MiQ runs a display advertising campaign for this brand, where it shows ads to users leading them to make a purchase on the brand's website. The attached dataset is the sales data for all users who made a purchase online in the first half of October ’17.

Task:

Your task consists of three parts:

* Provide an overview of the brand's sales by the following attributes:
  + Overall - Total Sales and Revenue in the given time period
  + Basket - Avg. unique quantity, revenue per order.
  + Attributes - Time of Day, Day of Week, Geography, Payment Type
  + Weather - Are purchases impacted by the temperature of the day? (\*requires external research) What could be the possible reasons?
  + Frequency - How many are single/multiple purchasers? What is the frequency of multi-purchase? Any typical attributes?
* Product Affinity - What are some of the affined products overall?
* Based on your analysis, arrive at a statistical segmentation of the brand's audience based on Revenue. The number of segments is up to you. Please provide definitions of each group.

Output:

* Create a PowerPoint based report on your findings from the above. Your presentation should have the following 3 sections:
  + Overview of the brand's sales performance
  + Product Affinity
  + Segmentation
* Please include a slide or two on how would you broadly go about targeting more users for this brand. Come up with a well-defined media strategy.
* Attach the code/script you are using to do the analysis.
* Clearly mention any assumptions/considerations you are making in your presentation.