Individual assignment 1: RFM targeting

This is the first part of your RFM targeting exercise. Please download the following instructions and datasets. It's up to you whether you would like to perform your analysis using SQL, Pandas or R, or any other tool.

Note the main difference from a real-world implementation---we are not able to do an actual mailing, so you have to split the dataset into two parts to "mimic" an actual mailing.