**Data Challenge: Data Science**

*Dataset*:

* *‘BGL Data.csv’*
* *‘Data Dictionary.xlsx’*

*What you need to do*:

* Short summary of dataset’s characteristics
* Perform an exploratory analysis on the dataset
  + It’s an open-end question.
  + Are there any insights you could find?
* Answer the following 2 questions:
  + Which segments of customers perform better than others and why?
    - In this case performance is defined as the expected income per offer (IPO).
    - IPO= Sale \*(Main\_Income + Addon\_Income + Finance\_Income)
  + Build a model to predict how likely a customer is to sell at their current gross price.
    - We would expect this model to include some terms derived from the price we offer.
    - Please find attached for the data dictionary for descriptions of each variable.
* Use Python and Jupyter notebook
* You can use any Python libraries as you see fit.
* Write your comments along with the codes

*What we are looking for*:

* There’s no right or wrong answer, we’re interested in how you think and go around solving the problem.