**Background**

The fictional company AAVAIL created a tiered, subscription-based service which showed promise, but users have reported, specifically those outside of US markets, created a review via data science methods. The data includes transaction-level purchases across 38 different countries and are invoiced in groups.

Management has been having trouble predicting monthly revenue. They have asked you to create a service that, at any point in time, will predict the revenue for the **next month**. They have also asked that the service be given the ability to project revenue for a **specific country**. To keep the development time reasonable you have been advised to limit your model to the **ten countries with the most revenue**.

Managers are confident that this product will have a **meaningful business impact**. Currently, these managers are using their own methods to predict revenue, but they have come to feel that they are spending too much time on this and their lack of expertise in data science means their predictions are not as accurate as they would like. The management team expects to spend less time creating their own projection models, and they expect the new results to be more **accurate**.

They have assured you that well-projected numbers will help stabilize staffing and budget projections which will have a beneficial ripple effect throughout the company.

**Hypotheses**

1. Monthly revenue in the top 10 countrys is higher within the new product then in the current product
   1. What are the 10 country’s with the most revenue?
   2. Can we predict monthly revenue for each specific country, that is more accurate then the current models used by the managers?

**Data**

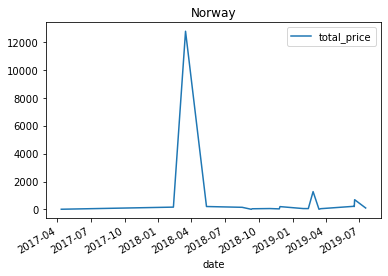
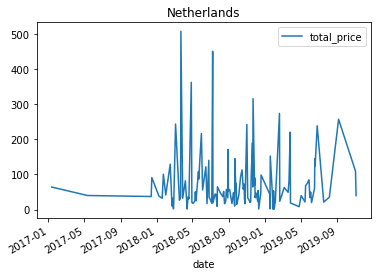
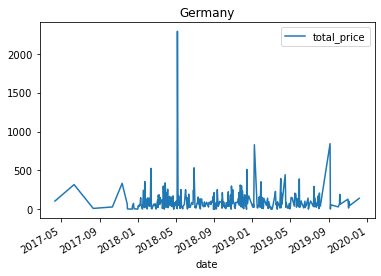
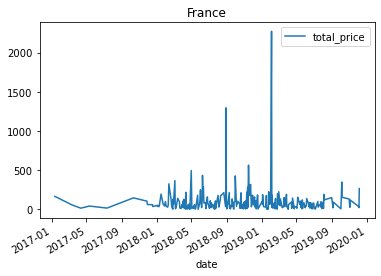
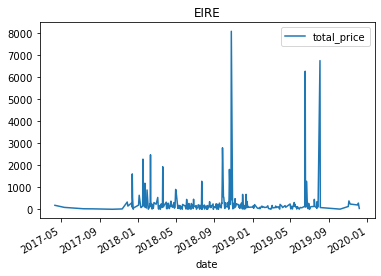
It is very important to have clean data that can help us uncover findings and provide insight on the the business problems that we have identified

We will need a data frame that will include the following features

1. price per product
2. how many products per customer
3. date/time of purchase
4. country

Afbeelding met tekst

Automatisch gegenereerde beschrijving

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