

- 1. Import the customer data into python.
- 2. Understand the data using different functions and attributes like shape, index, columns, dtypes.ndim, info(), get dtype counts etc.
- 3. What is percentage of missing values for customer Value variable?
- 4. Create two subsets with unique and duplicate values.
- 5. Create data set with list of customers whose customer value greater than 10000.
- 6. In customer table, create a new variable called "customer value segment" using customer value as follows. -
- High Value Segment > 25000
- Medium Value Segment Between 10000 and 25000
- Low Value Segment less than or equal to 10000
- 7. Create variables "average revenue per trip" and "balance points" in the customer data set.
- 8. How many days between last purchase date and today?
- 9. Calculate percentage of sales by each last city, state and region.
- 10. What is the count of customers, average number of purchases and average purchase transaction value by last state and city.

