Data Analyst Assignment

1. The database includes the transactional data of three merchants. Please provide the following analysis:
   a. Revenue, orders, and new signups report for Merchant 4 (menu_id 4) to see if its performance have improved from Jan 2016 to Jun 2017
   b. Customer report based on the type of customers based on gender, age, and customer type (corporate/individual) for all merchants.
      i. Please include an SQL statement that you would use to get the data needed to perform this analysis, assuming the database name to be "oddle", and the csv files to be a table in a MYSql database.
   c. Monthly lifetime revenue cohort analysis of the three bakery merchants, split by customer signup month

2. Oddle has a new bakery, Baker World, that is using our solution. Based on the analysis you have done above, please form three hypotheses and describe how you would conduct the experiment to see if they are true for Baker World.

Information on Assignment

1. You can perform your analysis with R, Python, Excel, or any preferred tools.
2. The code of the analysis, if there is, should be made available for our viewing. The analysis should be reproducible.

Information on Data Set

All personal information in the data has been left out, or changed if it is left inside the dataset.

Orders

Column	Information
submitted_on	- Date of when the order was submitted - In UTC +0
customer_index	- Index of customer from customer table
pickup	- 0 for delivery order - 1 for pickup order
delivery_date	- Date of when the order (food) was

	delivered - In UTC +0
customer_address_postal	- Postal code of customers' address
menu_id	- Menu 1-8 each represents a unique brand of restaurant
cuisine_type	- Cakes - Dimsum - Salad - Korean Chicken
organisation_name_provided	- 0 for empty - 1 for user included organisation name as part of profile
total_amount	- Basket size of order
promotion_code	- Promotion code used for the order
lead_time	- Number of minutes customer before a customer can submit an order

Customers

created_on	- Date the customer was created - In UTC +0
index	- Index of Customer table
email	- Emails of customers
gender	- Gender of customers - Male, Female and Unknown
age	- Age of customers - Binned into several groups