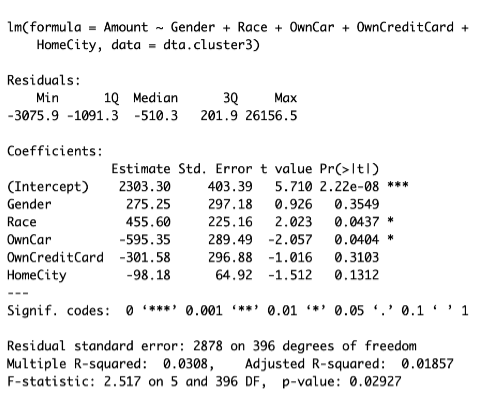
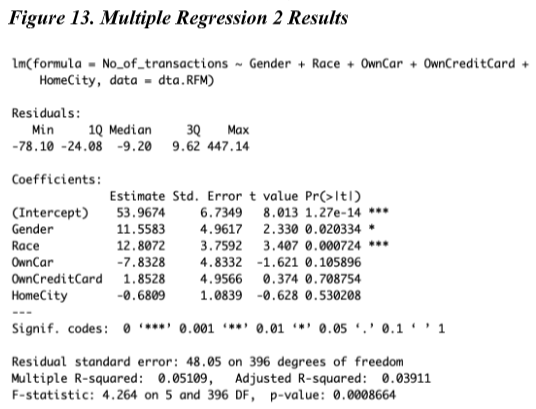
**QUESTION: How can the firm manage valuable customers and expand the loyalty program?**

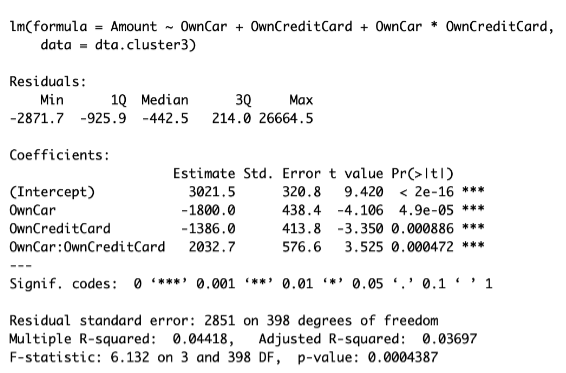
Need to conduct data analysis using RStudio.

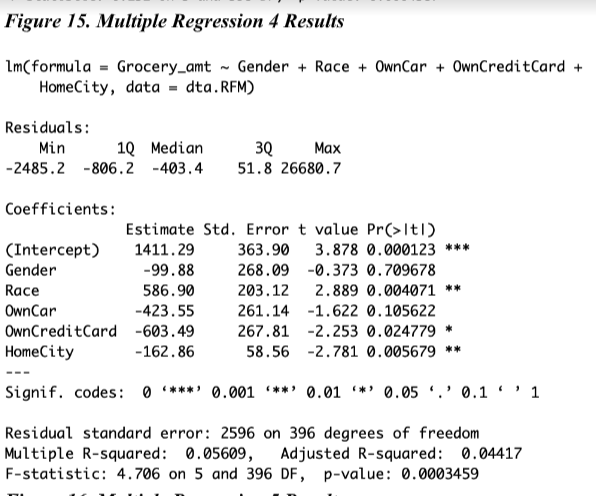
We have been provided a dataset of a company’s customers and their purchasing data. In particular, we are analysing the effectiveness of their loyalty program (so the customers who have earned and redeemed points). My job is to conduct multiple regressions on a particular cluster of customers (RFM Cluster 3 in Q1 Data spreadsheet) to find out which descriptor factors (gender, age, race, home town) correlate to a higher transaction amount, volume and where the most profitable group (Cluster 3) spend.

So we need to conduct multiple regressions like these:

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* *Also need to conduct Further RFM Analysis using the clusters like this:*

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