

Customer Personality Analysis

Introduction & Data Understanding

Project Overview

Customer Personality Analysis involves understanding the behavior and preferences of customers to tailor marketing strategies.

Dataset Details

- Attributes: Year of Birth, Education, Marital Status, Income, etc.
- Problem Statement: Perform clustering to identify customer segments.
- Context: Understand customers better to improve targeting.

Exploratory Data Analysis Highlights

- Age Distribution: Middle-aged customers (50-60) dominate.
- Education: Majority have graduate-level education.
- Marital Status: Mostly married or in relationships.