

# Customer Personality Analysis

## Data Cleaning & Preprocessing

### ## Data Cleaning

- Removed duplicates and handled missing values.
- Dropped irrelevant columns such as ID and redundant features.

### ## Feature Engineering

- Combined Kids and Teenhome into a single column "Kids".
- Created "Expenses" by summing product spending columns.

### ## Data Scaling

- Applied StandardScaler to normalize numerical features for analysis.