

1. Introduction

Overview of the Dataset

Brief description of the dataset: features, number of records, and context.

2. Data Preprocessing

Handling Missing Values

Summary of missing values in columns.

Techniques used to handle them (e.g., imputation, removal).

Data Type Conversion

Explanation of converting columns to appropriate data types.

Outliers Detection

Methodology for detecting and handling outliers (if any).

3. Exploratory Data Analysis (EDA)

Descriptive Statistics

Table showing key summary statistics for numerical features (mean, median, standard deviation, etc.).

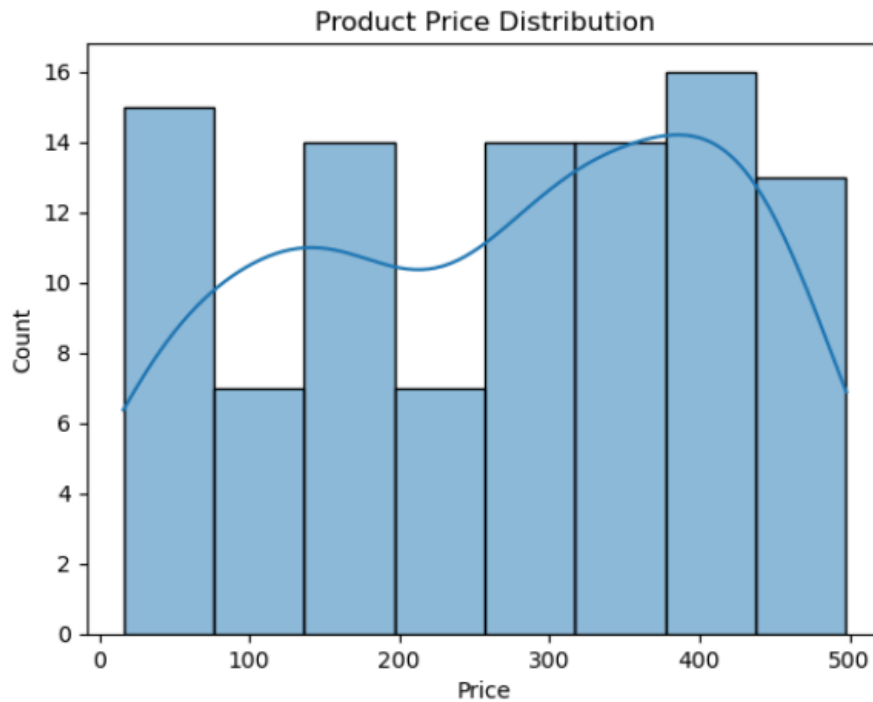
Correlation Analysis

Heatmap or correlation matrix showing relationships between features.

Distribution of Key Features

Histograms or boxplots for key numerical variables such as "Total Spend", "Transaction Count", etc.

4. Distribution Visualizations



5. Insights and Conclusions

Key Findings

Summary of insights derived from the dataset.

Observations from clustering results.

Recommendations

Potential actions or strategies based on the analysis (e.g., target high spend clusters).