**Project Learnings**

Performed data cleaning and manipulation

Preformed exploratory data analysis (EDA) using pandas, matplotlib and seaborn libraries

Improved customer experience by identifying potential customers across different states, occupation, gender and age groups

Improved sales by identifying most selling product categories and products, which can help to plan inventory and hence meet the demands

**Conclusion:**

Married women age group 26-35 years from UP, Maharashtra and Karnataka working in It, Healthcare and Aviation are more likely to buy products from Food, Clothing and Electronics Category