**Customer Analysis**

The data consists of the following columns:

People

* ID: Customer's unique identifier
* Year\_Birth: Customer's birth year
* Education: Customer's education level
* Marital\_Status: Customer's marital status
* Income: Customer's yearly household income
* Kidhome: Number of children in customer's household
* Teenhome: Number of teenagers in customer's household
* Dt\_Customer: Date of customer's enrollment with the company
* Recency: Number of days since customer's last purchase
* Complain: 1 if customer complained in the last 2 years, 0 otherwise

Products

* MntWines: Amount spent on wine in last 2 years
* MntFruits: Amount spent on fruits in last 2 years
* MntMeatProducts: Amount spent on meat in last 2 years
* MntFishProducts: Amount spent on fish in last 2 years
* MntSweetProducts: Amount spent on sweets in last 2 years
* MntGoldProds: Amount spent on gold in last 2 years

Promotion

* NumDealsPurchases: Number of purchases made with a discount
* AcceptedCmp1: 1 if customer accepted the offer in the 1st campaign, 0 otherwise
* AcceptedCmp2: 1 if customer accepted the offer in the 2nd campaign, 0 otherwise
* AcceptedCmp3: 1 if customer accepted the offer in the 3rd campaign, 0 otherwise
* AcceptedCmp4: 1 if customer accepted the offer in the 4th campaign, 0 otherwise
* AcceptedCmp5: 1 if customer accepted the offer in the 5th campaign, 0 otherwise
* Response: 1 if customer accepted the offer in the last campaign, 0 otherwise

Place

* NumWebPurchases: Number of purchases made through the company’s web site
* NumCatalogPurchases: Number of purchases made using a catalogue
* NumStorePurchases: Number of purchases made directly in stores
* NumWebVisitsMonth: Number of visits to company’s web site in the last month

**What should be done?**

* This is an open assignment. Candidates have the liberty to explore, frame their own problem statement and make their own analysis.
* The candidate can submit and present a report in the form of Excel report/Google sheet report/Power BI dashboard or any other form of report.

To those who are not sure of what can be done:

* What's the distribution of Web shoppers? What is the trend on different modes of shopping etc.
* You have to submit a report on what is the best mode of shopping? If we run a marketing campaign what should be the mode we target? And what customers should we target?
* Explore which and how many customers accepted the marketing campaigns.
* Age, education wise shopping patterns etc.