**Problem Statement:** The marketing team at ABC company does not have a deep understanding of their customer base, which makes it difficult to create targeted marketing campaigns and personalize the customer experience. This can lead to wasted marketing spend and missed opportunities to engage with customers.

**Create** Customer Personality Analysis Dashboard in Power BI that will help the marketing team to better understand their customers by segmenting them into different groups based on their demographics, behaviors, and preferences. This information can then be used to create targeted marketing campaigns and personalize the customer experience.