



EDA Case Study Using Statistics

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Problem Statement:

You have been provided purchase data for various customers across a vertical. You need to apply your learnings from Data Manipulation, Data Visualization, and statistical analysis to come up with actionable insights about the data.

Tasks To Be Performed:

1. Perform a Detailed EDA for the Data with inferences from each of the actions.
2. Using Statistical Analysis, find out statistical evidence for the following:
 - a. It was observed that the average purchase made by the Men of the age 18-25 was 10000. Is it still the same?
 - b. It was observed that the percentage of women of the age that spend more than 10000 was 35%. Is it still the same?
 - c. Is the average purchase made by men and women of the age 18-25 same?
 - d. Is the percentage of men who have spent more than 10000 the same for the ages 18-25 and 26-35?
 - e. Is Purchase independent of Product_Category_1?