# Project Overview

Project objectives:

* Determine which variables (such as age, purchase frequency, consumption level, etc.) are significantly related to customer satisfaction.
* Analyze the specific impact of these key factors on satisfaction, that is, how and to what extent they affect customer satisfaction.
* Divide customers into different groups based on key influencing factors to facilitate targeted analysis and strategy development.
* Develop differentiated marketing and service improvement strategies based on the factors that influence the satisfaction of different customer groups.

the role of SAS e-Miner

Exploratory analysis of data, creation of models, comparison of models, summary

the role of Talend Data Prep

data preparation

the role of Talend Data Integration

Merge multiple data sets