**BLACK FRIDAY DEALS DATASET ANALYSIS**

Black Friday is an informal or socially known name for the Friday following Thanksgiving Day in the United States. Black Friday is not special only for its date, however it is the busiest shopping day in the nation. It becomes the busiest shopping day for a variety of reasons, however one stands out the most; there are a lot of head-turning deals on products. Also, it is a very known phenomenon in the nation that many who are interested in the deals will stand outside of the stores days before, creating a "line" for a potential best spot when the day of sales hits. These sales generate a lot of data - data that can be analyzed and used for informed business decisions, understanding consumer behavior, guiding marketing initiatives and much more.

Columns :

| User\_ID | Product\_ID | Gender | Age | Occupation | City\_Category | Stay\_In\_Current\_City\_Years | Marital\_Status | Product\_Category\_1 | Product\_Category\_2 | Product\_Category\_3 | Purchase |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |

Understadning, Wrangling and Cleaning Data

### Mapping Data[¶](https://www.kaggle.com/dgomonov/data-exploration-and-classification-on-bf#Mapping-Data)

Select Product category (dropdown)--- Options 1 , 2, 3

Select product ID – option (dropdown)

Most costumer by gender

Plot

Most customer by Age group with Gender color-code

Plot

City category,

Plot