Insight After Analysing the data

After cleaning the data, removing the null values we were able to know how the people are able to spend, we were able to get to whom we can send a proper email, which of the customers are our key role for the revenue generation. By taking the mod we were able to get the values where it was 'NAN'. Then we have plotted three histplot

1. Age
2. Annual Income
3. Spending Score

Then we have visualised Income vs Spending score. We have also done data transformation by defining 'Male:0' and 'Female:1'

In the project we have used

1. Uploading the data
2. Cleaning it (removing the null values)
3. Data transformation
4. EDA
5. Visualization

This analysis can be used for different work as in for performance marketing, the people who are having more spending score means can buy more things so to send personalised messages giving them offers.

We were also able to plot the visualization of customer segment also.

Age Distribution

Annual Income Distribution

Spending Score Distribution

Income vs Spending Score

Customer Segments