

Data Analysis Project Assignment

Project Description

You will analyze our e-commerce platform's customer behavior data. This analysis aims to identify key purchasing patterns and customer segments driving business growth. The project involves working with real transaction data from the past 12 months.

Technical Requirements

The analysis requires proficiency in Python, particularly with pandas and scikit-learn libraries. You will need to perform data cleaning, exploratory data analysis, and create meaningful visualizations of key insights. The project emphasizes efficient handling of large datasets while maintaining data integrity throughout the analysis process.