1) What is the shape of the dataset (rows and columns), and what does each column represent?

2) Are there any missing values in the dataset? If yes, which columns are affected, and how many missing values do they have?

3) Check the data types of each column. Are any columns incorrectly typed (e.g., numeric stored as object)?

4) Are there any duplicate customer records? If so, how many and how would you handle them?

5) What are the mean, median, and standard deviation for Age, Annual_Income, and Total_Spend? What do these statistics tell you about the customers?

6) Which customers fall into the highest and lowest 10% of Total_Spend? How do they differ from the rest?

7) How is customer satisfaction distributed? Plot it and describe any patterns you observe.

8) How is the customer base distributed across Gender? Visualise the distribution.

9) Does churn (Target_Churn) vary by gender? Calculate churn rate per gender and visualize it.

10) How do customers respond to promotions (Promotion_Response), and which response type is most common?

11) What is the relationship between Years_as_Customer and Total_Spend? Create a scatter plot and describe the trend.

12) Do customers with higher Num_of_Purchases generally have higher Total_Spend? Quantify and visualise this relationship.

13) How does Email_Opt_In status relate to churn? Compare churn rates between opt-in and non–opt-in customers.

This is the Link to the DATASET (**KINDLY MAKE A COPY OF THE DATASET)**