Data Collection and Preprocessing Phase

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| Date | 15 July 2024 |
| Team ID | 739965 |
| Project Title | MARKET SEGMENTATION ANALYSIS |
| Maximum Marks | 6 Marks |

**Data Exploration and Preprocessing Template**

Identifies data sources, assesses quality issues like missing values and duplicates, and implements resolution plans to ensure accurate and reliable analysis.

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| **Section** | **Description** |
| Data Overview | DIMENSIONS=1453 ROWS X 15COLUMNS DESCRIPTIVE ANALYSIS: |

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| Univariate Analysis |  |

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| Bivariate Analysis |  |

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| Multivariate Analysis | . |

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| Outliers and Anomalies |  |
| **Data Preprocessing Code Screenshots** | |

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| Loading Data |  |
| Handling Missing Data | No missing values found |
| Data Transformation |  |
| Feature Engineering | Attached the codes in final documentation |

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| Save Processed Data | - |