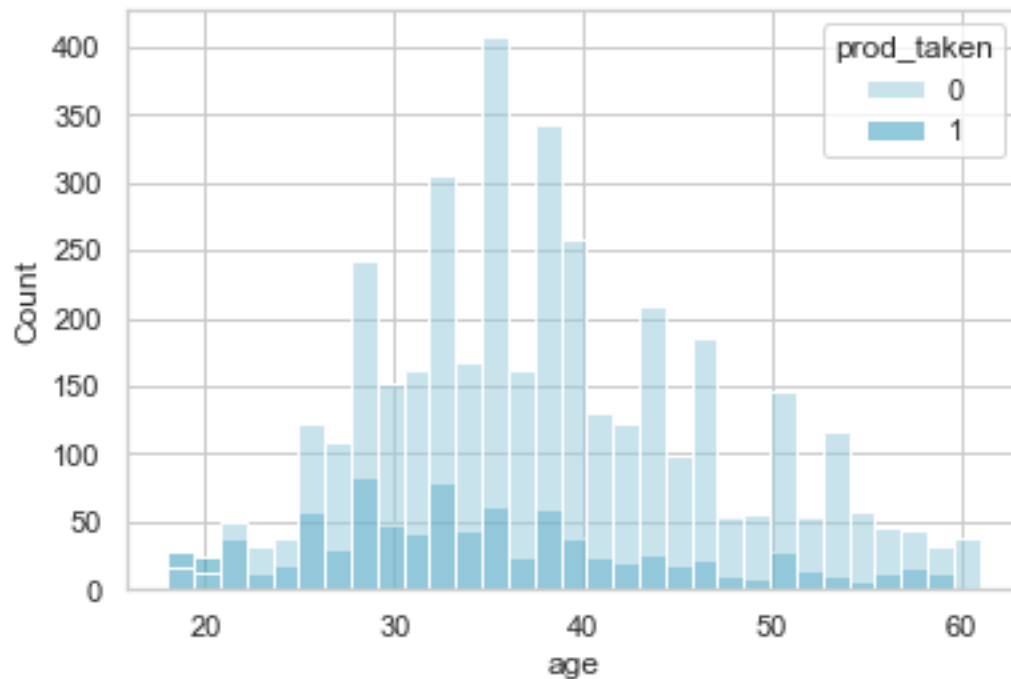The goal of the project is to classify the different customers based on personal features and attributes to increase the efficiency of targeted marketing of different Travel packages

After data cleaning we notice that the majority of customers fall into the age group 30-40

For the following graphs:
- I can see that the graph on the left represent the occupation of our customers and we mostly cater to Managers who usually fall in the same age demographic represented in the previous graph

- Through EDA I noticed that the graph on the right (representing whether a product was sold or not after a marketing pitch) is identical to the graph on the right. Further analysis will be done to determine if a correlation exists