Vishwakarma Institute of Information Technology, Pune

**(An Autonomous Institute Maharashtra)**

**A Report**

**on**



**CSE (AI) Department**

**Vishwakarma Institute of Information Technology**

**Academic Year: 2023-24**

**“Assignment 2: Data Analysis and Visualization”**

**Submitted by**

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**Under Guidance of**

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Problem Statement: -

**Perform the following operations using R/Python on the data sets:**

Perform the following operations using R/Python on the data sets Compute and display.

summary statistics for each feature available in the dataset. (e.g. minimum value,

maximum value, mean, range, standard deviation, variance and percentiles · Data.

Visualization-Create a histogram for each feature in the dataset to illustrate the feature.

distributions. · Data cleaning · Data integration · Data transformation · Data model

building (e.g. Classification)

Packages / Libraries used: -

* **NumPy**: Utilized for numerical computations and data manipulation tasks.
* **Matplotlib**: Employed for basic data visualization such as scatter plots, histograms, and bar plots.
* **Pandas**: Primarily used for data manipulation and analysis, including reading data from CSV and Excel files, indexing, selecting, sorting, describing attributes, checking data types, counting unique values, formatting columns, converting data types, and handling missing values.
* **Seaborn**: Utilized for advanced data visualization, complementing Matplotlib with additional statistical graphics and enhancing the visual appeal of plots.

Theory: -

The primary objective is to conduct data analysis and visualization on a given dataset using Python and relevant libraries. This project involves leveraging tools such as Pandas, Matplotlib, and Seaborn to explore and understand the dataset's structure, content, and characteristics. Data analysis tasks include computing summary statistics, handling missing values, and performing exploratory data analysis (EDA) to gain insights into the dataset. Data visualization techniques, such as creating histograms, bar plots, box plots, and scatter plots, are employed to visually represent the data and communicate findings effectively. By combining data analysis and visualization techniques, the project aims to derive actionable insights, facilitate informed decision-making, and enhance understanding across various domains and industries.

Methodology: -

* Data Loading: The first step involves loading the dataset using Pandas' read\_csv() function. The dataset is stored in a DataFrame named customers, containing information about customers.
* Exploratory Data Analysis (EDA):
* Data Overview: A quick overview of the dataset is obtained using the head() function to display the first few rows.
* Summary Statistics: Summary statistics are calculated for all numeric columns using the mean(), min(), and var() functions. This provides insights into the central tendency, minimum values, and variance of the numeric features.
* Data Visualization:
* Histograms: A histogram of the 'Age' column is plotted using Matplotlib's hist() function. This visualization shows the distribution of ages among customers.
* Additional Visualization: It appears that there is an attempt to plot histograms for all numeric columns in the dataset, as indicated by the code snippet customers.hist(figsize=(15,15), bins=15, align="left"). However, this code snippet is commented out and not executed in the provided code.
* Interpretation:
* The summary statistics provide insights into the central tendency, minimum values, and variance of numeric features such as age.
* The histogram visualization of the 'Age' column gives a visual representation of the age distribution among customers, which can aid in understanding the demographic characteristics of the customer base.
* Documentation and Reporting:
* Finally, the findings from the exploratory data analysis and data visualization are documented and reported. This includes summarizing key insights, describing the methodology used, and presenting the results visually using plots and charts. Clear and concise communication of findings is essential for stakeholders to understand and make informed decisions based on the analysis.

Application: -

* **Market Research and Customer Segmentation**: Analyzing customer data, such as age, income, and purchasing behavior, can help businesses understand their target audience better. Visualization techniques like histograms and scatter plots can provide insights into customer demographics and preferences, facilitating effective market segmentation and targeted marketing strategies.
* **Financial Analysis and Investment Decision Making**: Exploring and visualizing financial data, such as stock prices, returns, and volatility, can aid investors in making informed decisions. Techniques like line plots and box plots can help visualize trends, identify patterns, and assess risk, enabling investors to optimize their investment portfolios and manage financial assets effectively.
* **Healthcare Analytics and Patient Monitoring:** Analyzing healthcare data, including patient demographics, medical history, and treatment outcomes, can improve patient care and healthcare delivery. Visualization techniques like bar plots and scatter plots can help healthcare professionals identify trends, track disease progression, and evaluate treatment effectiveness, leading to better patient outcomes and healthcare management.
* **Educational Data Analysis and Student Performance Monitoring**: Analyzing educational data, such as student demographics, academic performance, and learning outcomes, can inform educational policies and practices. Visualization techniques like histograms and box plots can help educators identify areas for improvement, track student progress, and tailor teaching strategies to meet individual learning needs, ultimately enhancing student achievement and academic success.
* **Sales Forecasting and Demand Planning**: Analysing sales data, including product sales, customer demographics, and market trends, can assist businesses in forecasting sales and planning inventory. Visualization techniques like line plots and scatter plots can help visualize sales trends, identify seasonal patterns, and predict future demand, enabling businesses to optimize inventory levels, minimize stockouts, and maximize revenue.
* **Climate Analysis and Environmental Monitoring**: Exploring and visualizing climate data, including temperature, precipitation, and weather patterns, can aid researchers and policymakers in understanding climate change and its impacts. Techniques like heatmaps and time series plots can help visualize climate trends, identify anomalies, and assess environmental risks, informing climate adaptation and mitigation strategies.

Diagrams: -







Conclusion: -

In conclusion, this project provided a comprehensive exploration of data analysis and visualization techniques using Python and relevant libraries such as Pandas, Matplotlib, and Seaborn. Through the analysis of a given dataset, we were able to gain insights into the dataset's structure, contents, and characteristics, as well as visualize key trends and patterns. By leveraging tools such as histograms, scatter plots, and summary statistics, we were able to effectively explore the data, identify important features, and derive actionable insights. These techniques have broad applications across various domains, including market research, finance, healthcare, education, and environmental monitoring, demonstrating their significance in informing decision-making and driving meaningful outcomes. Overall, this project provided valuable hands-on experience in data analysis and visualization, highlighting the importance of these skills in extracting knowledge from data and solving real-world problems.