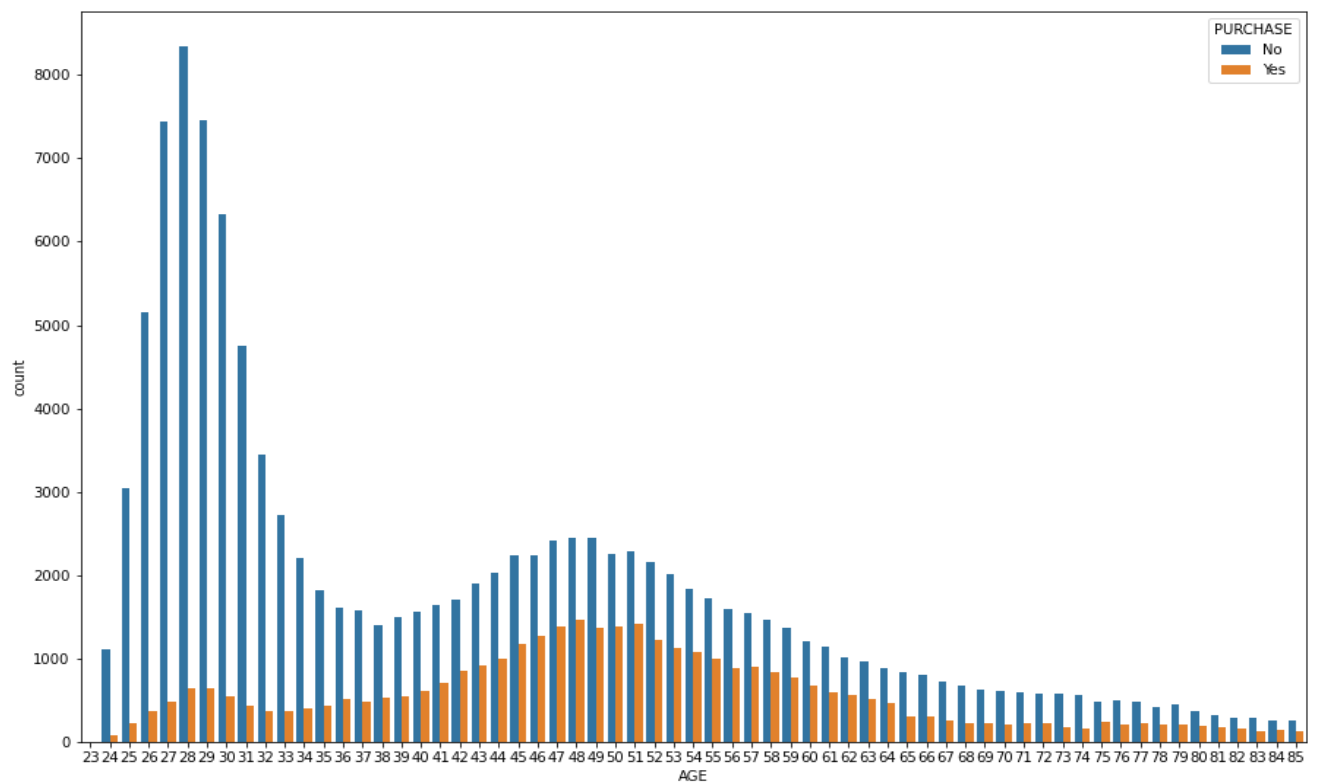
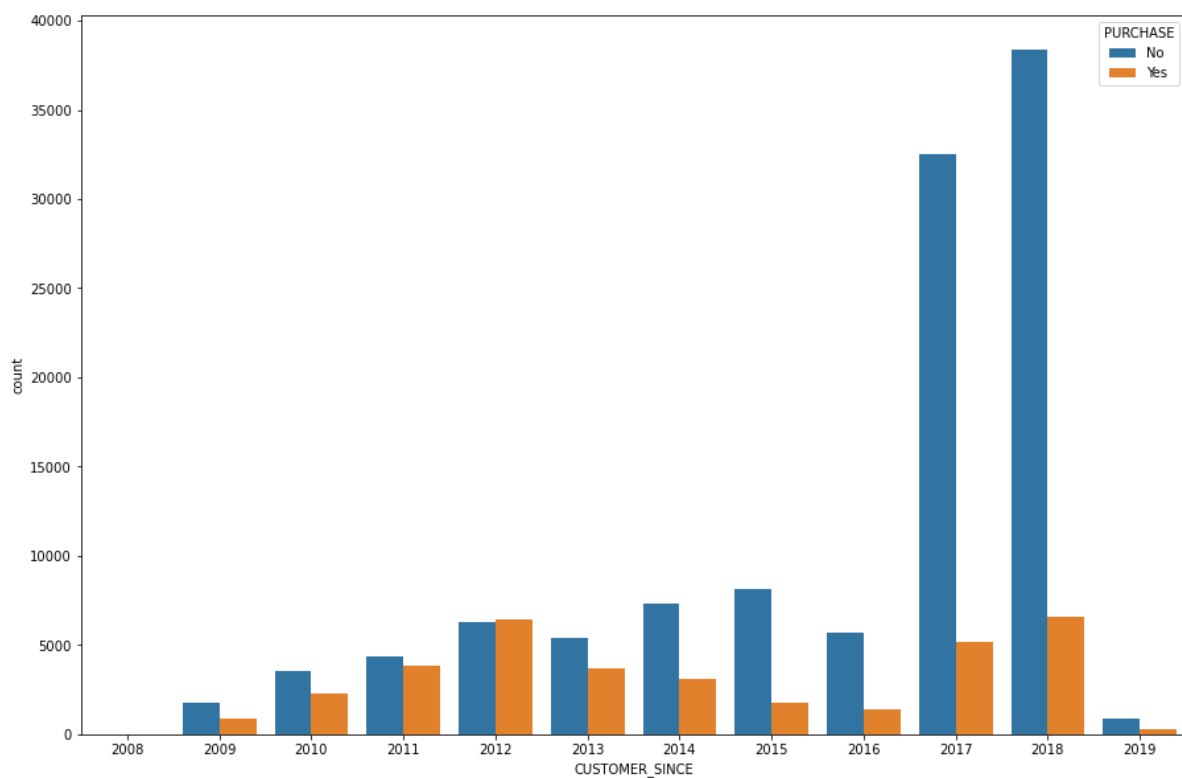


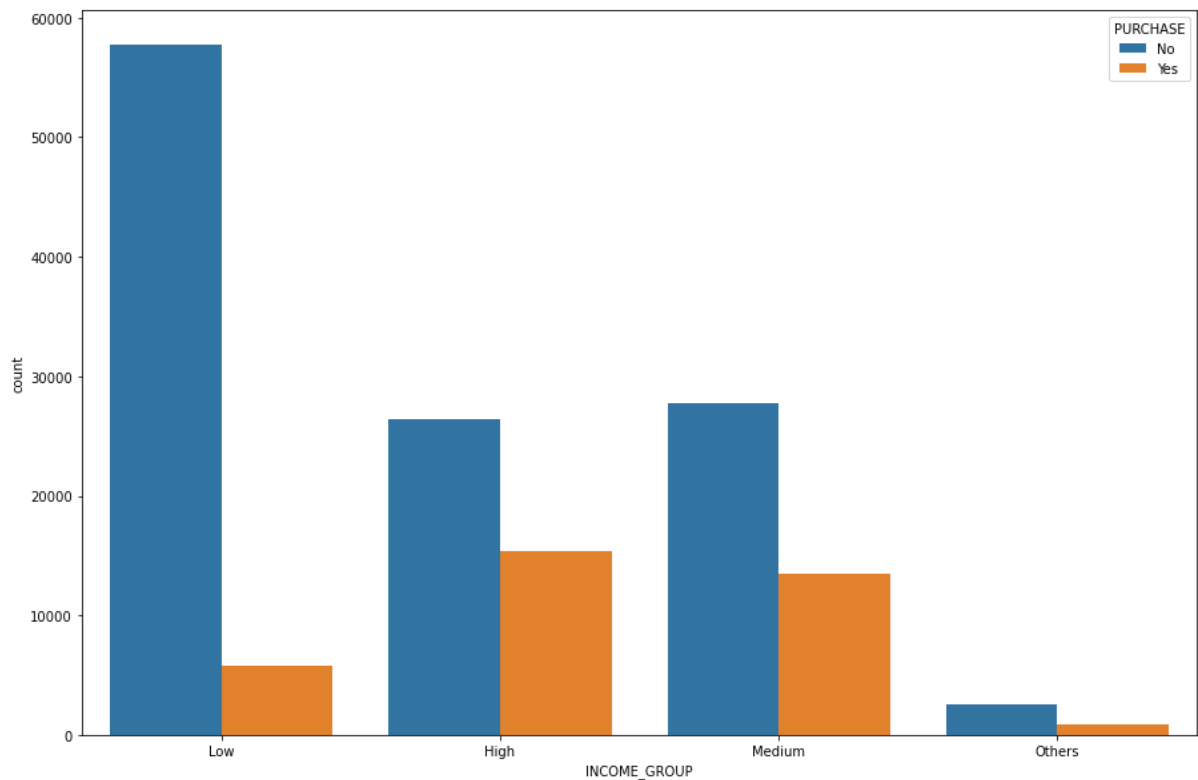
Q-2) Insights from the data.



1)The maximum customers are from age group 25 to 32 but if we look for our loyal customers who will purchase our product once they have already purchased are from age group 40-60. This means the customers who are in mid-age group have more chances to purchase our product back again.



2) There is a sudden increase in customers during the period of 2017-2018 and a very big fall in 2019. But the customers who are with us from 2011-2013 are the most precise customers as they have a good ratio of buying our products again.



3) Although the maximum count of customers is in low income group but the precise customers are from high and medium income group as a ratio of total customers and the customers who bought our product again is very high.