**Assignment Title:** Data Analytics for Haqdarshak's **YojanaCard** - Understanding Demographic Needs

**Objective:** The objective of this assignment is to analyse secondary data related to bank offerings and income/expenditure of a specific demographic group. This analysis will help Haqdarshak in designing the **YojanaCard** and adding specific offerings that align with the needs of this demographic.

**Instructions:**

**Part 1: Data Collection and Preprocessing**

1. **Data Collection**: Obtain the following datasets:
   * Bank offerings dataset: A dataset containing information about various financial services offered by banks.
   * Demographic dataset: A dataset containing demographic information, including income and expenditure details, for a specific region or group of interest.
   * You can use additional secondary data, you deemed to be fit for analysis but it should be from authentic/real data.
2. **Data Preprocessing**: Perform the following preprocessing tasks:
   * Clean and preprocess the data to handle missing values and outliers.
   * Merge or join the datasets, if necessary, based on common identifiers (e.g., location or demographics).

**Part 2: Data Exploration**

1. **Descriptive Statistics**: Calculate and present descriptive statistics for the demographic data. Include summary statistics such as mean, median, standard deviation, and quartiles for relevant variables (e.g., income, expenditure).
2. **Data Visualization**: Create informative visualizations (e.g., histograms, bar charts, or box plots) to depict the distribution of income and expenditure within the demographic. Comment on any interesting patterns or outliers.

**Part 3: Data Analysis**

1. **Bank Offerings Analysis**: Analyse the bank offerings dataset to identify specific financial services offered by banks. Provide a summary of the most common offerings.
2. **Matching Demographic Needs**: Based on the demographic data, assess which bank offerings are most relevant to the income and expenditure patterns of this demographic. Identify potential gaps or areas where financial services could be improved.
3. **Recommendations**: Recommend specific bank offerings or financial services that Haqdarshak should consider adding to the **YojanaCard** based on the analysis. Explain why these offerings are relevant to the demographic's needs.

**Part 4: Data Visualization and Reporting**

1. **Data Visualization**: Create visualizations that support your recommendations. Visualize the impact of including specific offerings on the financial well-being of the demographic.
2. **Report**: Prepare a detailed report summarizing your findings, including descriptive statistics, visualizations, and your recommendations for the **YojanaCard**. Clearly explain the rationale behind your suggestions.

**Part 5: Conclusion and Future Steps**

1. **Conclusion**: Summarize the key findings of your analysis and the potential impact of implementing the recommendations.
2. **Future Steps**: Suggest future steps that Haqdarshak could take to refine the YojanaCard offerings or further tailor them to the demographic's evolving needs.

**Submission Guidelines:**

* Submit a well-documented report containing all parts of the assignment.
* Include code and comments (if applicable) for data preprocessing, analysis, and visualization.
* Include all relevant graphs, charts, and tables to support your findings and recommendations.
* Clearly label each section in your report to correspond with the assignment parts.