

CUSTOMER BEHAVIOR ANALYSIS

Analysis of Customer behavior in depth analysis of who could be the company's ideal customer. It helps business to understand its customers in better way and make changes to current product for its target customers. It helps them to analyze the requirements, concerns and behaviors of different customers and make good business decision for the company.

In this assignment I have used bar plots, histogram, and pie chart to understand the education level, expenses, incomes, age distribution and number of children of the customers to help company make advance business decision by understanding the pattern of customers behavior
-Reema

