**Statistical/Hypothetical Question:**

Is it possible for a company to develop its business by researching the personality of its ideal customers?

**Outcome of your EDA:**

Customers tend to spend and purchase more when there is a high activity on website of the company. Customers who are just browsing through company’s services, they've expressed an interest but have yet to decide. We can make the company's website interesting and appealing and keep the design fresh. By designing the correct website interaction techniques, we can ensure that we direct onlookers’ attention to the right spots. This will benefit the company. We also saw that customers who has high income tend towards the purchasing more on company website.

**What do you feel was missed during the analysis?**

1. There are variables like purchase of the fish, fruits & meat were not considered in our analysis. We focused on few variables in our analysis.

2. The data is limited to few customers. More data would have given us more information on Correlation of variables.

**Were there any variables you felt could have helped in the analysis?**

Yes, Loyalty. It’s not a variable but analysis on customers with spending characteristics on essentials like fish, fruits & meat and the deals that can be offered to them can be explored more so we can understand a way to keep them hooked with the company.

**Were there any assumptions made you felt were incorrect?**

1. In this analysis, we assumed that customer spending characteristics are unaffected with the deals and promotions.

2. Customers complains may or may not be linked to the number of web or store purchases made. We assumed that they are.

**What challenges did you face, what did you not fully understand?**

One of the challenges I faced was testing the NULL hypothesis and calculating the p-value of assumed correlated variables. Most of the p-values were less than 0.005 but few values were not. It might be the case there’s something to do with the data.