**Research Proposal: Analyzing the Relationships Between Purchase Frequency and Customer Characteristics**

**Introduction:**

Understanding the factors that influence purchase frequency is crucial for businesses aiming to enhance customer engagement and optimize marketing strategies. In research paper we aim to dissect the correlations between purchase frequency and various customer characteristics, and behavioral aspects. By identifying key influencers of purchase behavior, companies can tailor their marketing efforts more effectively, potentially increasing customer loyalty and sales.

**Objectives:**

The primary objective of this research is to:

* Analyze the relationships between purchase frequency and factors such as age, gender, income, education, region, loyalty status, product category, promotion usage, and satisfaction scores.

**SMART Question:**

1. What is the correlation coefficient between income levels and purchase frequency among customers?
2. How does customer satisfaction score influence the frequency of purchases in the dataset?
3. Can we identify the top three demographic factors that most strongly correlate with purchase frequency?
4. How does education level affect the purchase frequency for high-income vs. low-income customer segments in the dataset?

**Methodology:**

* **Descriptive Statistics**: To summarize the data and establish a foundational understanding of the dataset.
* **Correlation Analysis**: To identify and quantify the relationships between purchase frequency and numerical variables.
* **Chi-square Tests**: To determine if there are statistically significant associations between purchase frequency and categorical variables.
* **Visualization Techniques**: To illustrate the data distributions and relationships visually, aiding in the interpretation and presentation of results.

**Expected Outcomes:**

We anticipate discovering specific patterns that indicate significant relationships between purchase frequency and various customer characteristics. These findings could suggest actionable insights for targeted marketing strategies. For example, if education level significantly affects purchase frequency, marketing approaches can be customized to cater to different educational backgrounds.

**Data source:**

<https://www.kaggle.com/datasets/sanyamgoyal401/customer-purchases-behaviour-dataset>

**GitHub Repository Link:**

https://github.com/Sirisha0812/DATS\_6101\_11\_GROUP\_1