**Week 1**

In this week, we identified and collected data, this included gathering cinema sales data from Kaggle.com. We ensured compliance with all relevant regulations and obtained the necessary permissions for data usage.

**Data cleaning**: After collecting the data, we performed thorough data cleaning to address any issues such as missing values, duplicates, inconsistencies, and outliers. We handled missing data through appropriate techniques such as imputation or deletion, and we removed duplicate records to ensure each observation was unique. Additionally, we standardized the format of categorical variables and converted data types to their appropriate formats.

**Exploratory Data Analysis (EDA):** EDA played a crucial role in understanding the characteristics and patterns present in the dataset. We conducted summary statistics, visualized the data using various plots, explored correlations between variables, and performed feature engineering to create new variables or transform existing ones based on insights gained during EDA. This phase provided valuable insights into the relationships between variables and helped us identify key factors influencing the target variable.