

INSIGHTS FROM THE DATASET –

- 1) Missing “LOYALTY PROGRAM” and “YES” in it constitutes about 80% of the total number of “PURCHASE”.
- 2) “STATE” too plays a major role in the amount of “Yes” or “No” in the “PURCHASE” column. Also, in the ratio of them.
- 3) From the data it is visible that a particular agegroup i.e 40-60 is more interested in purchasing the company’s product. So, company can focus on figuring out the ways, or increase the number of products for the other age-groups which are 20-40 and 60-80.
- 4) Rewards, loyalty coupons can be introduced for the customer who has been associated for the company for longer duration, as it can be seen not many customers stay with the organisation.