**Quiz 1**

**Customer Demographics Analysis**: How do age, income, and education level influence purchasing behavior? Use pivot tables to analyze average purchase values and total spend by different demographic groups.

**Marketing Effectiveness:** How effective are different marketing channels (website visits, email opens, campaign responses) in driving sales? Create scatter plots or bar charts to visualize the relationship between these channels and number of purchases or total spend.

**Product Preferences and Loyalty:** Which product categories are most popular among different demographics? How does membership in the loyalty program affect purchasing patterns? Use pivot charts to segment data by product category and loyalty program membership.

**Customer Engagement and Retention:** What are the characteristics of return customers versus one-time buyers? Analyze factors like customer satisfaction ratings, referrals made, and engagement through email or campaigns to identify trends that might influence customer retention.