

# EDA SUMMARY REPORT

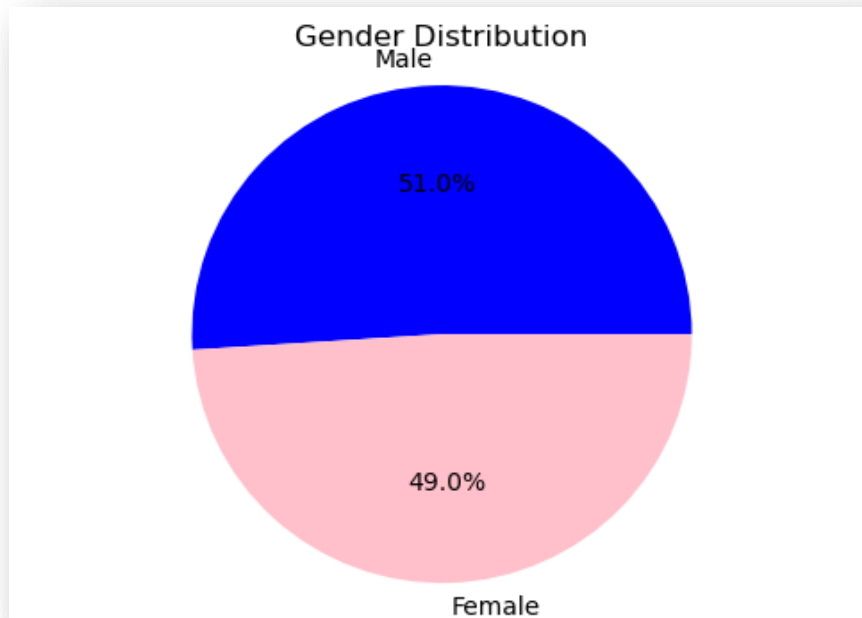


MADE BY: Data Analytics

MADE FOR: TechElectro Inc.

DATE: 25<sup>th</sup> July 2023

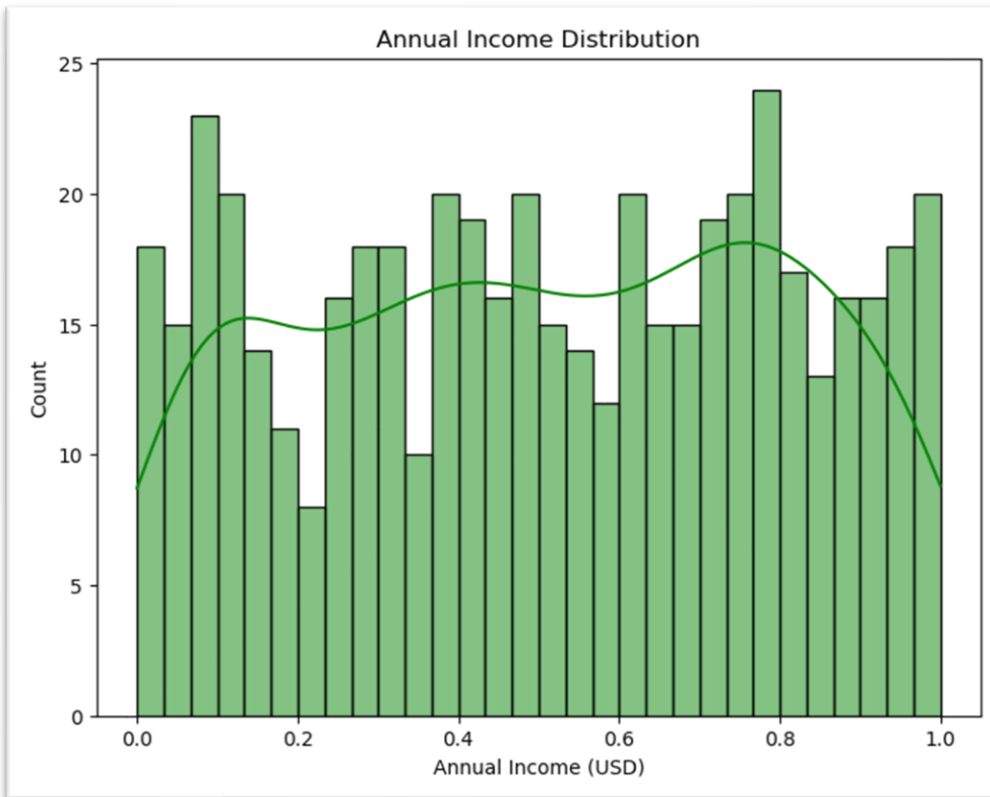
# GENDER DISTRIBUTION



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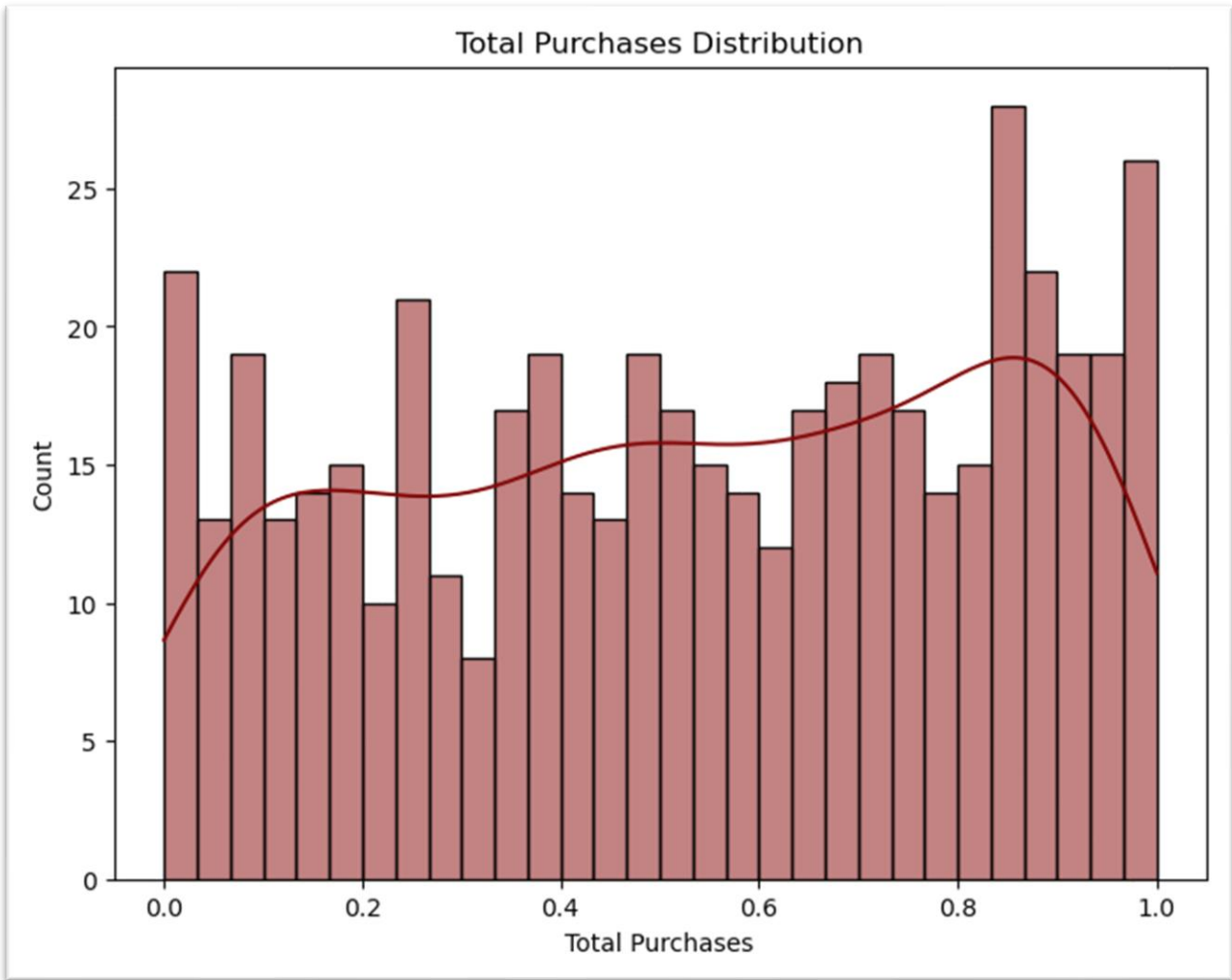
As visible in the pie chart above, the company has roughly the same percentage of male & female customers. There is a slight difference of 2 % with more males than females but nothing that strongly suggests that TechElectro Inc must target any gender more than the other.

# ANNUAL INCOME DISTRIBUTION



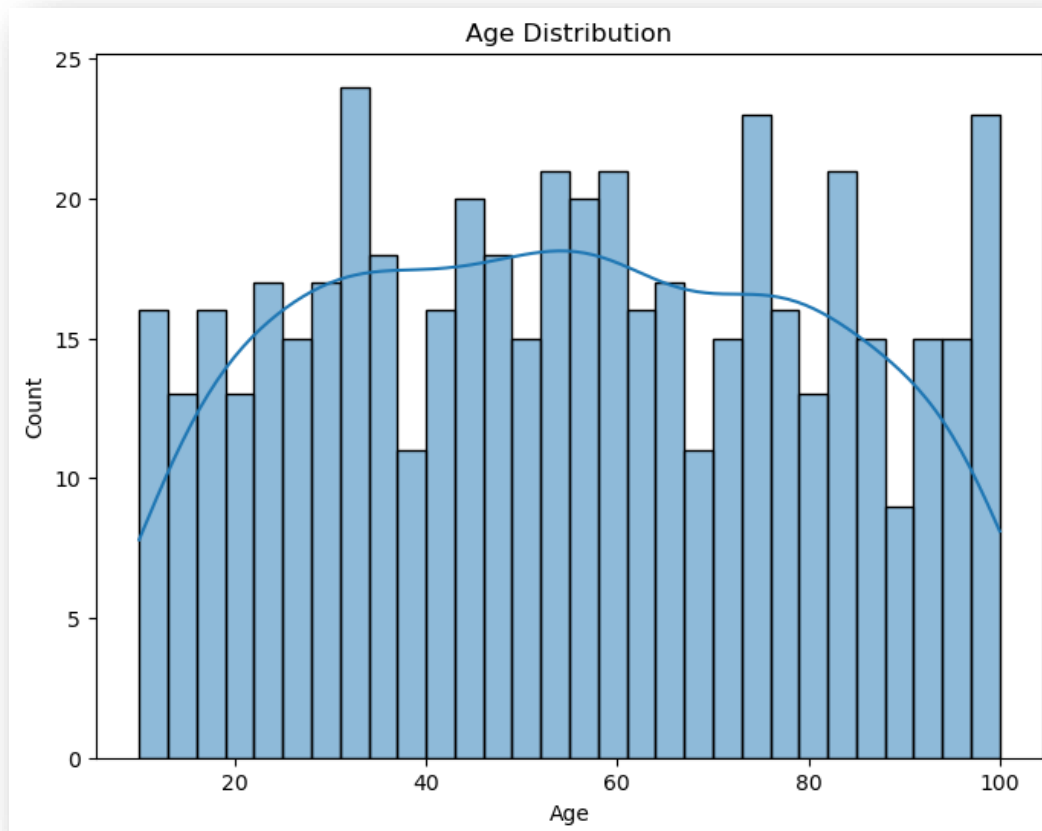
The chart clearly shows that customers annual income varies greatly and is completely random. It suggests that TechElectro Inc's customers do not have customers that belong to a specific range of income (Eg. high, low). Hence they do not need to target any specific class of people.

## TOTAL PURCHASES DISTRIBUTION



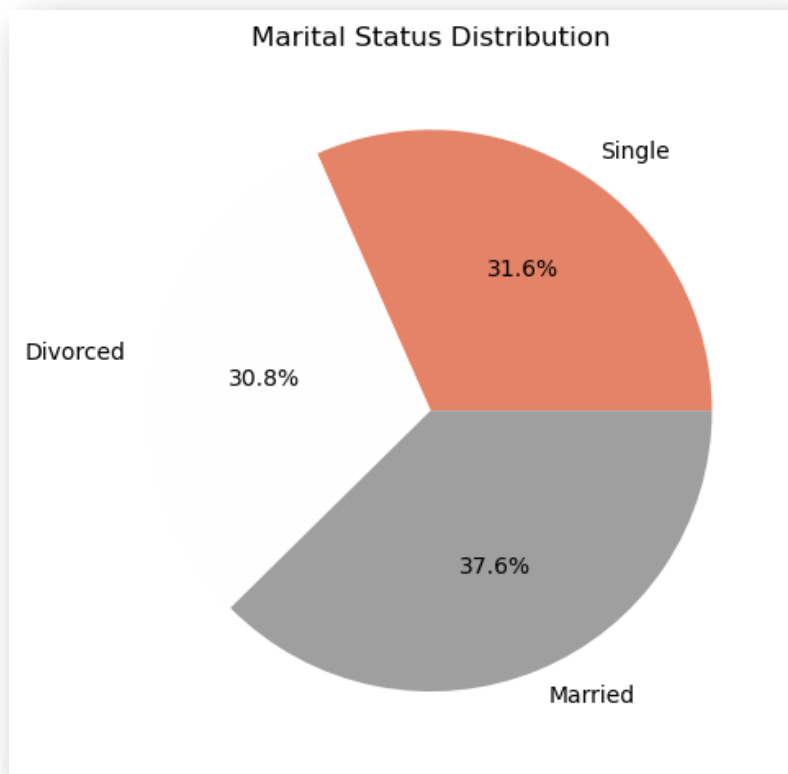
TechElectro Inc seem to have customers with total purchases varying a lot. However, There are many customers with high number of purchases suggesting that the company's products are doing well for now.

## AGE DISTRIBUTION



TechElectro Inc customer's age vary but more customers are around 30 years old and very less are around 90. TechElectro Inc' products seem to target more people in their 30s.

## MARITAL STATUS DISTRIBUTION



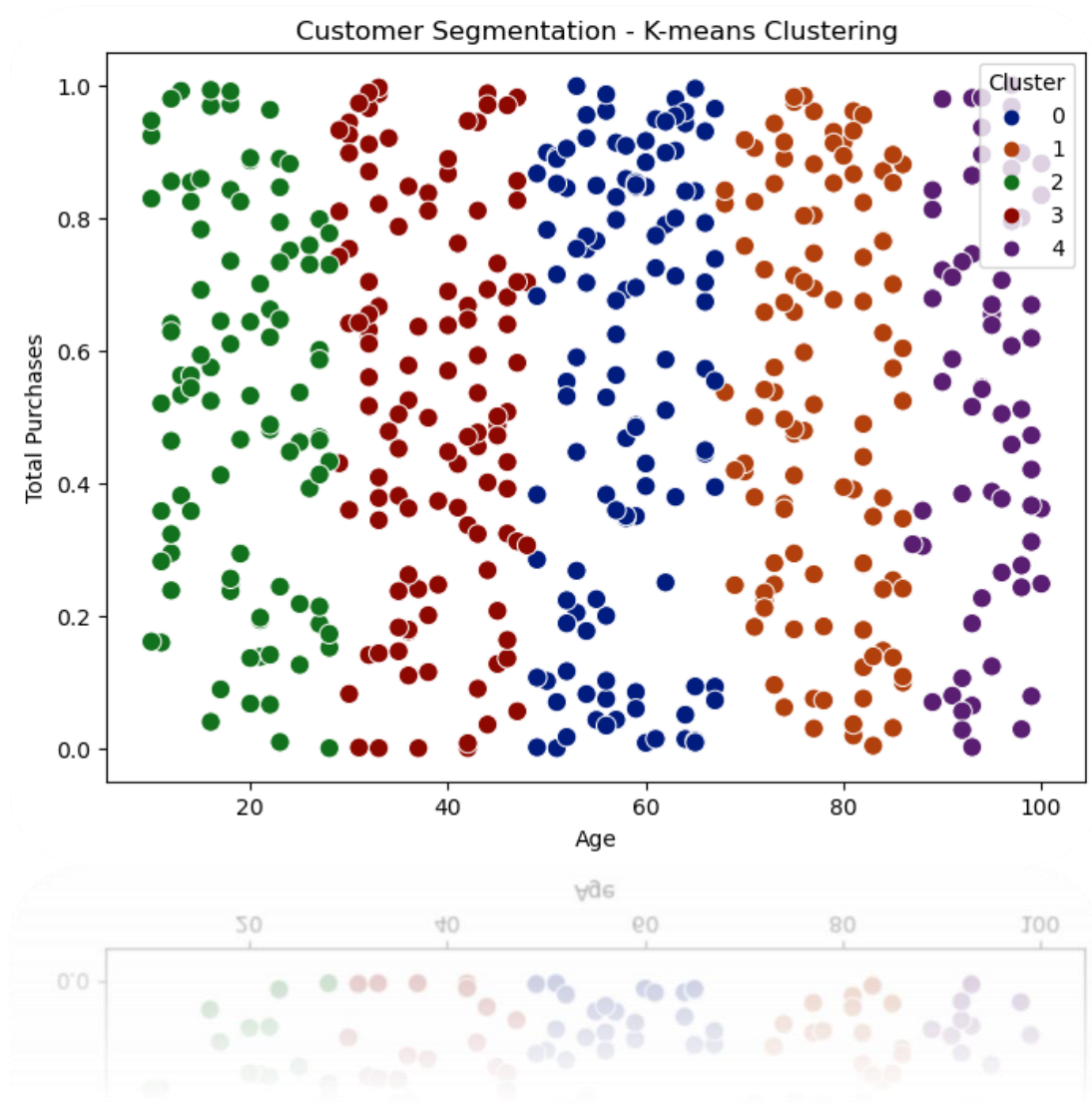
There's not a lot of difference between marital status of TechElectro Inc's customers. However more married people preffer buying TechElectro Inc's products than single or divorced.

## AGE DISTRIBUTION BY GENDER & CATEGORY



Female customers of TechElectro Inc seem to preffer more electronics than appliances whereas Male customers prefer both the categories roughly the same.

# IDENTIFIED SEGMENTS



There seems to be more purchases made by TechElectro Inc's customers with age ranging from 40-60



## Conclusion:

TechElectro Inc seems to have been doing well in the market. The customer's it attracted more so far include males around the age of 30 till 40 years old. The company has managed to attract a good variety of customers. Most of customer's preferred category is mainly appliances and there is room for improvement in sales of electronics appliances.

This EDA has provided valuable insights into TechElectro Inc 's data, highlighting key areas of focus for strategic decision-making. By leveraging these insights and implementing the recommended actions, The company can surely position itself for continued growth and success in the market.