

Context

Analysts are required to explore data and reflect on the insights. Clear writing skill is an integral part of a good report. Note that the explanations must be such that readers with minimum knowledge of analytics is able to grasp the insight.

Austo Motor Company is a leading car manufacturer specializing in SUV, Sedan, and Hatchback models. In its recent board meeting, concerns were raised by the members on the efficiency of the marketing campaign currently being used. The board decides to rope in an analytics professional to improve the existing campaign.

Objective

They want to analyze the data to get a fair idea about the demand of customers which will help them in enhancing their customer experience. Suppose you are a Data Scientist at the company and the Data Science team has shared some of the key questions that need to be answered. Perform the data analysis to find answers to these questions that will help the company to improve the business.

Data Description

- **Age:** The age of the individual in years.
- **Gender:** The gender of the individual, categorized as male or female.
- **Profession:** The occupation or profession of the individual.
- **Marital_status:** The marital status of the individual, such as married &, single
- **Education:** The educational qualification of the individual Graduate and Post Graduate
- **No_of_Dependents:** The number of dependents (e.g., children, elderly parents) that the individual supports financially.
- **Personal_loan:** A binary variable indicating whether the individual has taken a personal loan "Yes" or "No"
- **House_loan:** A binary variable indicating whether the individual has taken a housing loan "Yes" or "No"
- **Partner_working:** A binary variable indicating whether the individual's partner is employed "Yes" or "No"
- **Salary:** The individual's salary or income.
- **Partner_salary:** The salary or income of the individual's partner, if applicable.
- **Total_salary:** The total combined salary of the individual and their partner (if applicable).
- **Price:** The price of a product or service.
- **Make:** The type of automobile