

Analysis Proposal – Area 1: Customer Analysis

Project Name: Data Exploration for Decision-Making

Selected Area: 1. Customer Analysis

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I chose to focus on customer analysis because I believe it's one of the best ways to truly understand who our users are, what they need, and how they behave. This kind of insight can really help us make smarter decisions—whether it's improving products, personalizing offers, or just connecting better with people.

Key Variables I Looked At:

- **Gender**
- **Education level**
- **Family size**

These variables seemed especially relevant because they have a big impact on how people make purchasing decisions.

Visualizations (Created ahead of time for illustration purposes)

Even though creating charts wasn't required at this stage, I went ahead and built a few to show how useful this data can be:

- Total user count
- Gender distribution
- Education level
- Family size
- Gender and education cross-analysis

What's the Goal?

The idea is to spot customer segments with more commercial potential and understand how their profiles change based on gender, education, and family size. That way, we can make better, more targeted recommendations moving forward.