

Group coursework 2

- Please upload your reports in **one pdf file** with no more than 5 pages long including plots, of which no more than 3 pages should be text.
- Please also upload the script for the analysis.
- This coursework will be assessed based on the quality of your report, e.g. presentation, quality of plots, details about the experiment settings, motivations to use the methods, analysis of the results, conclusions etc.
- Make sure that you have included **sufficient** comments in the codes to make them **readable** by other people. There should be **no error messages** shown when I run your scripts. You can assume that I have installed all required packages.

Question 1 [25 marks]

Download the `customer-personality.csv` data from Moodle. This dataset contains information of customers that can make the company better understand the behaviour of their customers. Explore the dataset and report any interesting findings.

Here are the descriptions of the features:

- ID: Customer's unique identifier
- Year_Birth: Customer's birth year
- Education: Customer's education level
- Marital_Status: Customer's marital status
- Income: Customer's yearly household income
- Kidhome: Number of children in customer's household
- Teenhome: Number of teenagers in customer's household
- Dt_Customer: Date of customer's enrollment with the company
- Recency: Number of days since customer's last purchase
- MntWines: Amount spent on wine in last 2 years
- MntFruits: Amount spent on fruits in last 2 years
- MntMeatProducts: Amount spent on meat in last 2 years

- MntFishProducts: Amount spent on fish in last 2 years
- MntSweetProducts: Amount spent on sweets in last 2 years
- MntGoldProds: Amount spent on gold in last 2 years
- NumDealsPurchases: Number of purchases made with a discount
- NumWebPurchases: Number of purchases made through the company's website
- NumCatalogPurchases: Number of purchases made using a catalogue
- NumStorePurchases: Number of purchases made directly in stores
- NumWebVisitsMonth: Number of visits to company's website in the last month