

# Mini Project

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Data obtained from Kaggle.com

# Agenda

3

Abstract

4

Kaggle

5

Data Cleaning

6-8

Charts

9

Conclusion

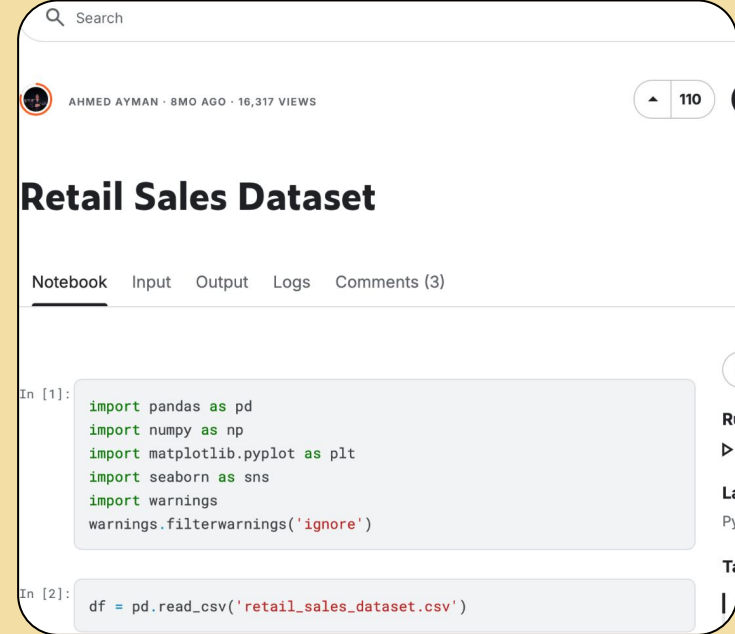
# Abstract

This project is intended to find a trend between different group according to their age and product category. My goal is to prove that customers love to buy certain products according to their age group. This would allow companies to have a simple and easy understanding of what their customers wants. Companies like this would know how to target their proper audience.

Data

# Kaggle.com

I was able to perform this project by using Kaggle.com free datasets. I decided to use a dataset that I would comprehensively work throughout the dataset. This dataset for me seems to be interesting since my target areas are sales, understanding customers needs and wants.



Credit: [Kaggle Dataset](#)

# Data Cleaning

I decided to clean this dataset in order to work properly.

1. Look for any duplicates
2. Check for any misinformation
3. Look for dates

All of these changes help to clean this dataset. Dataset was already clean since it did not have any duplicates or misinformation that I can encounter. I decided to added more columns into the dataset in order to categorize age group. Adult (greater or equal 30), Young (less than 30) and Old (greater 50).I wanted to know how many people from each gender were in the dataset.

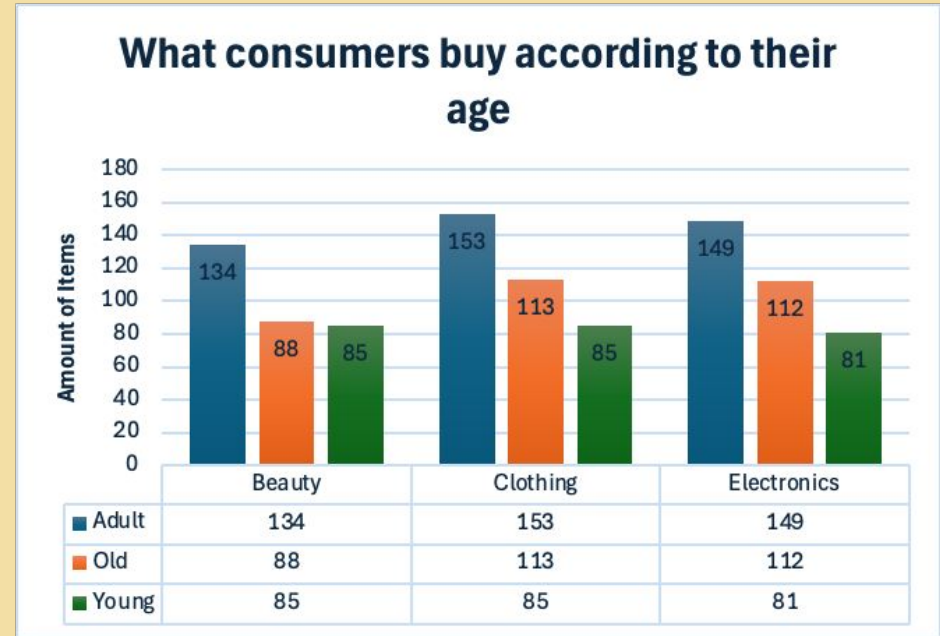
Chart 1

# What Consumers buy according to their age?

Few findings from this chart

1. Adults buy the most from each category
2. Old adults buy less than young adults.
3. Young adults are financially stable.

It is true that Young adults buy more than any other group. They prefer clothing and electronics.



## Chart 2

# What each gender likes to buy

According to this chart, there are few point that are worth to take into consideration

1. Females love buying clothing
2. Males tend to buy more electronics than females
3. Overall females buy more than males in any category

These are few findings at first-glance that these pivot chart.

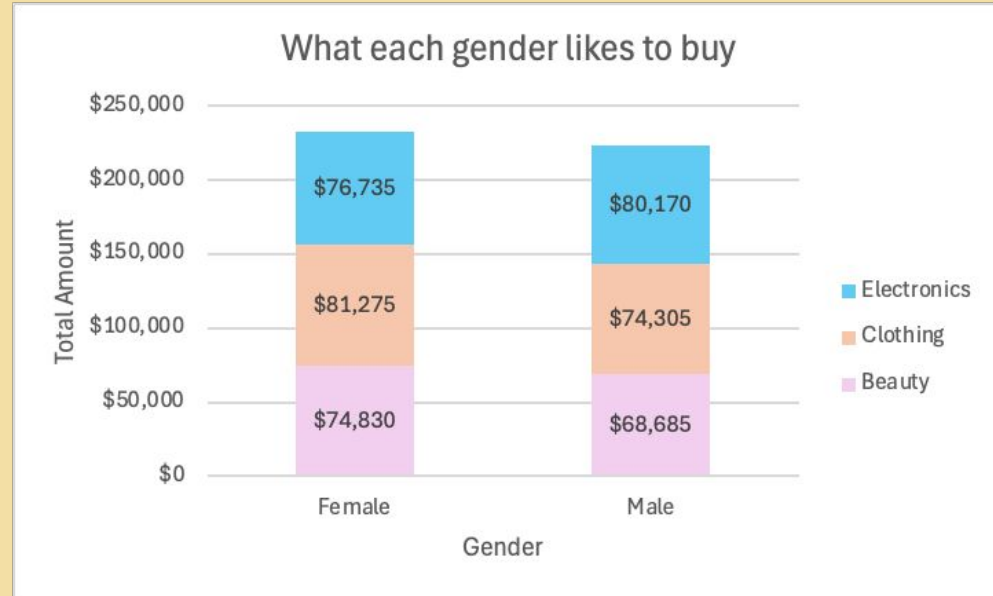
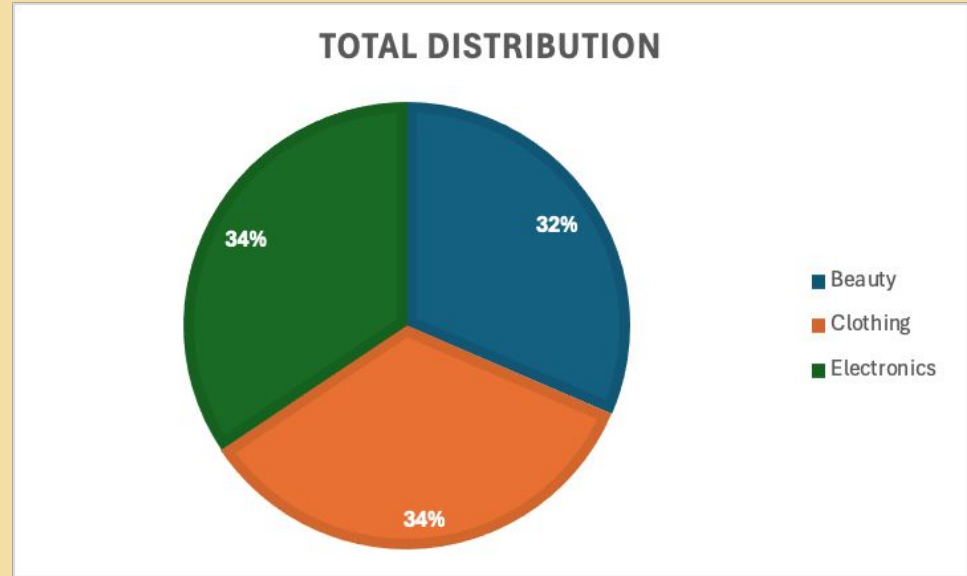


Chart 3

# Distributions

- The natural distribution despite gender and age are illustrated in this pie chart.
- There is a equal distribution among these three categories.
- In reality, this distribution demonstrates that these categories are worth for customers to buy items.
- Despite this distribution, all of these categories are perceived as 'important' goods for customers





# Conclusion

In conclusion, this mini-project was primarily made due to the fact that I want to build and implement my skills In Excel and Tableau Public. This project lead to few points that are worth to mention, adult would buy anything from any category. Old and young adults have a similar pattern in term of buying. Electronics and beauty categories are the most demand categories out of 3. Yet, females buy more in clothes and beauty than males which they prefer to buy electronics. In term of distribution, all of these categories are equal distributive, evidently these categories are significantly important to customers.