

## **Findings:**

### **Demographic analysis:**

- The Education level of the customers in our dataset have an impact over the income and spending
- The customer having higher education level earns more and spends more
- Age group between 45 to 60 years of customers spending more compared to other age group customers
- Surprisingly customers of age more than 60 spending more compared to 25 to 45 years of age group
- Customers from 45 to 60 years of age accepted more campaign compared to other age groups.
- Age group between 45 to 60 years of customers who has child spends more than the customers who don't have a child.
- Customers having more than 60 years of age with no child is spending more.
- 45 to 60 age customers spent more in wine and meat compared to other age group customers.
- 25 to 35 age customers spent less in wine and meat
- 45 to 60 years age group customers have done store purchase more compared to others.

### **Geographic analysis:**

- Customers from Spain and Saudi Arabia are spending more compared to other countries.
- The country/customers accepted more numbers of campaign spent more compared to others.

### **Other findings:**

- There is a positive correlation between income and spending
- Customers who earn more spends more
- Customers having child spending less than the customers not having child.
- The amount spent in wine is more compared to all other products
- Customers who visit store accepted the campaign more compared to others.