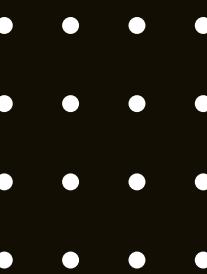


DATA ANALYSIS REPORT



PROCESS

DATA
CLEANING

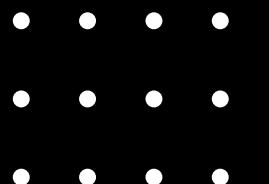
EDA USING
PYTHON

TRANSFORMATION
OF THE DATA

CREATING
DASHBOARD

VISUALIZING

OBSERVATIONS



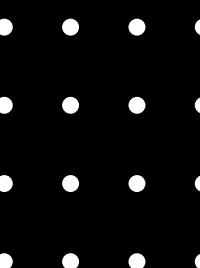
Column name	Info	data types
customer_id	customer-id	float
customer_dob	customer date of birth	date
customer_education	customer education	string
customer_age	age of customer	int
customer_kids	no of customer kids	float
customer_last_visit	last_visit_of customer	int
customer_teens	no of customer teens	float
customer_income	customer income	int
customer_marital_status	customer martial status	int

INFO OF THE TABLES

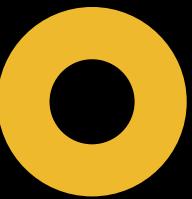
column name	info	data types
sales_revenue	total sale revenue	int
sales_social_media	revenue from social media	int
sales_website	revenue from website	int

- CHANGED COLUMN NAMES
- CHANGED COLUMN NAMES
- ADDED NEW COLUMN
- APPLIED FILTER
- REMOVED OUTLIERS

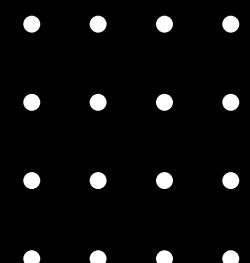
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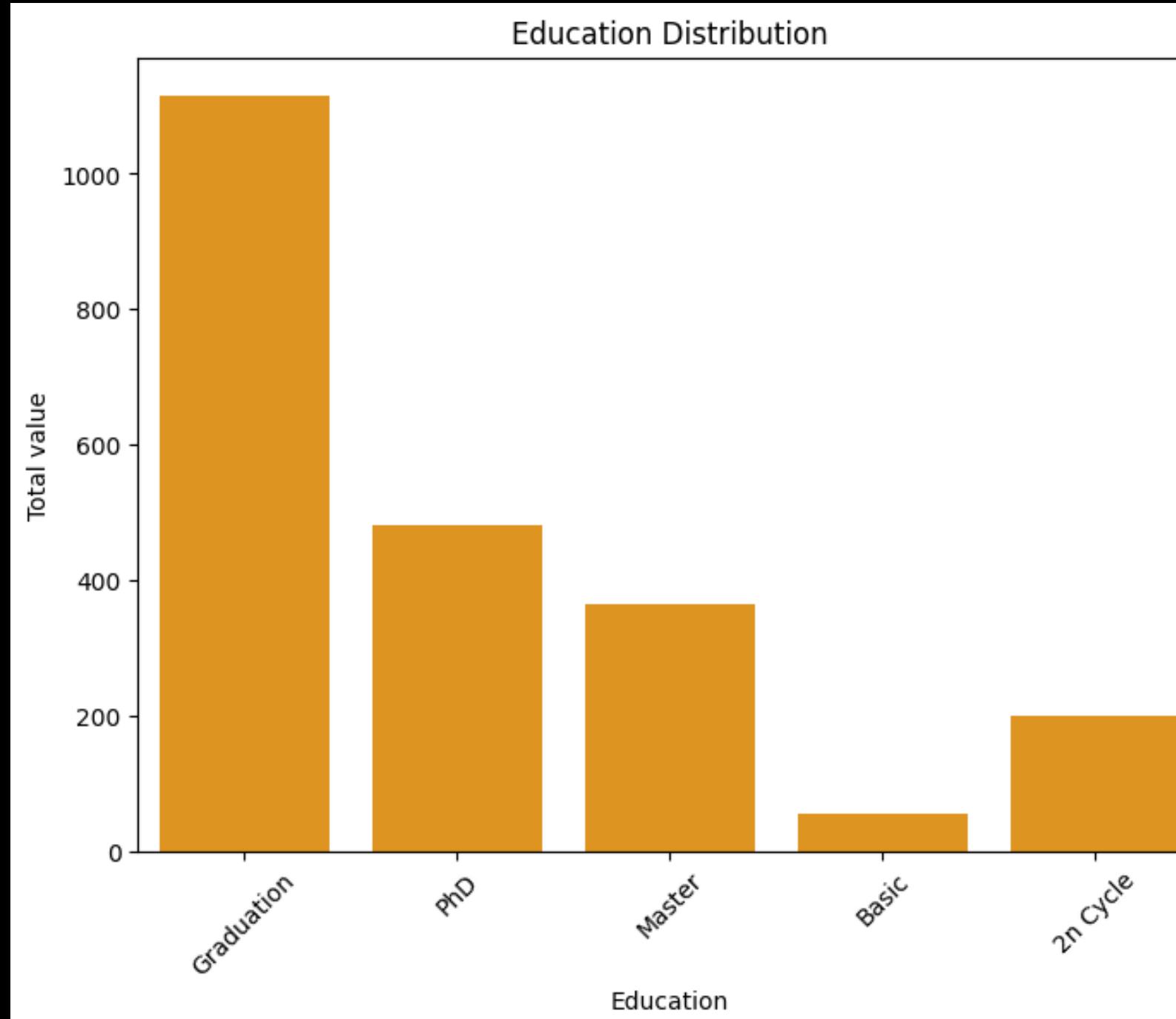
TRANSFORMATION OF DATA



- CHANGED DATA TYPES
- CHANGED COLUMN NAMES
- REMOVED DUPLICATE VALUES
- REMOVED OUTLIERS
- ADDED NEW COLUMNS FOR BETTER ANALYSIS (AGE, CUSTOMER JOINED DAY, ETC)
- USED DELIMETER
- USED FILTER

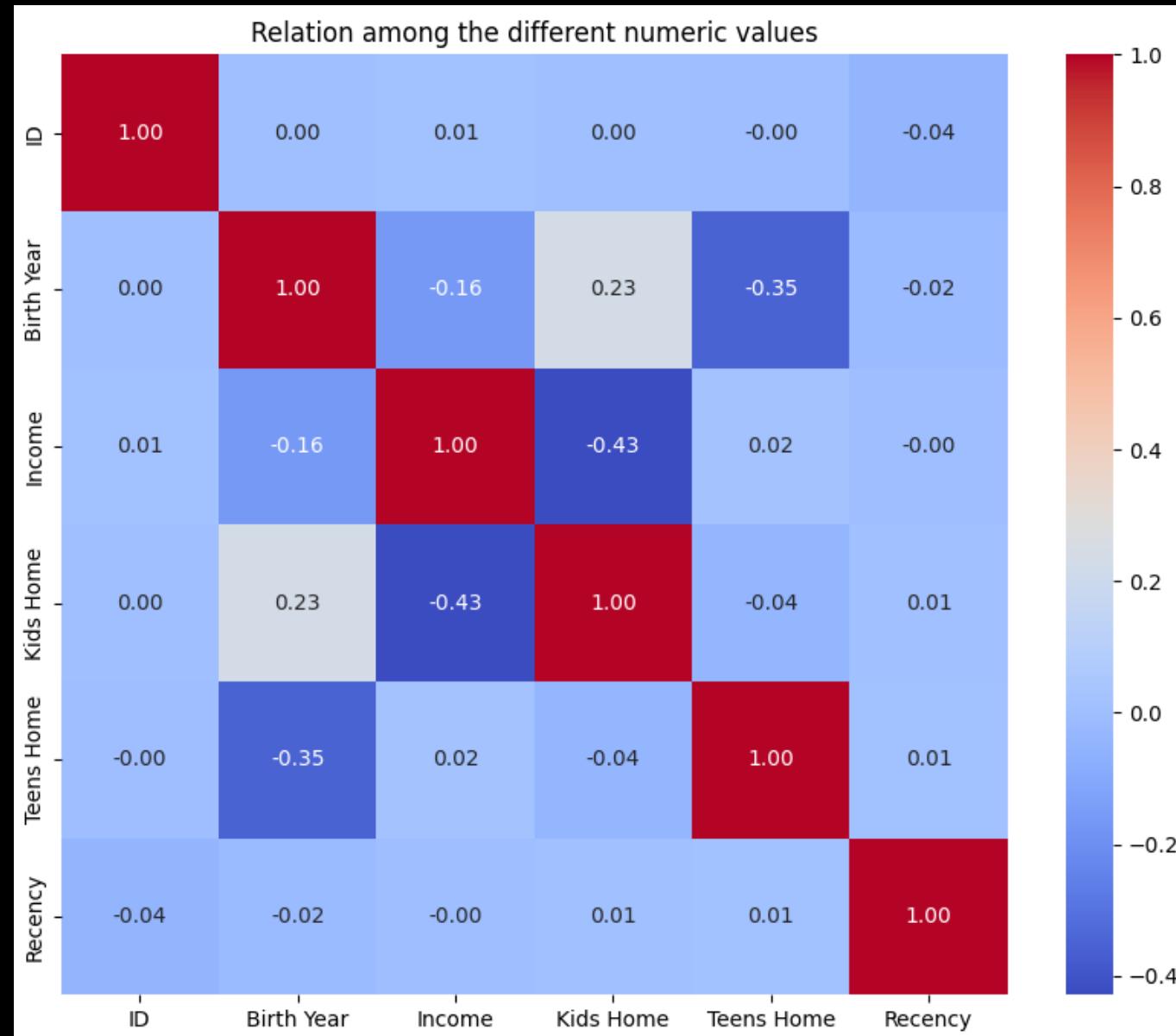


EDUCATION DISTRIBUTION

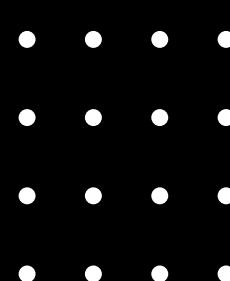


- GRADUATES ARE HIGH IN NUMBER
- BASIC ARE LESS NUMBER
- PHD AND MASTERS ARE NEAR

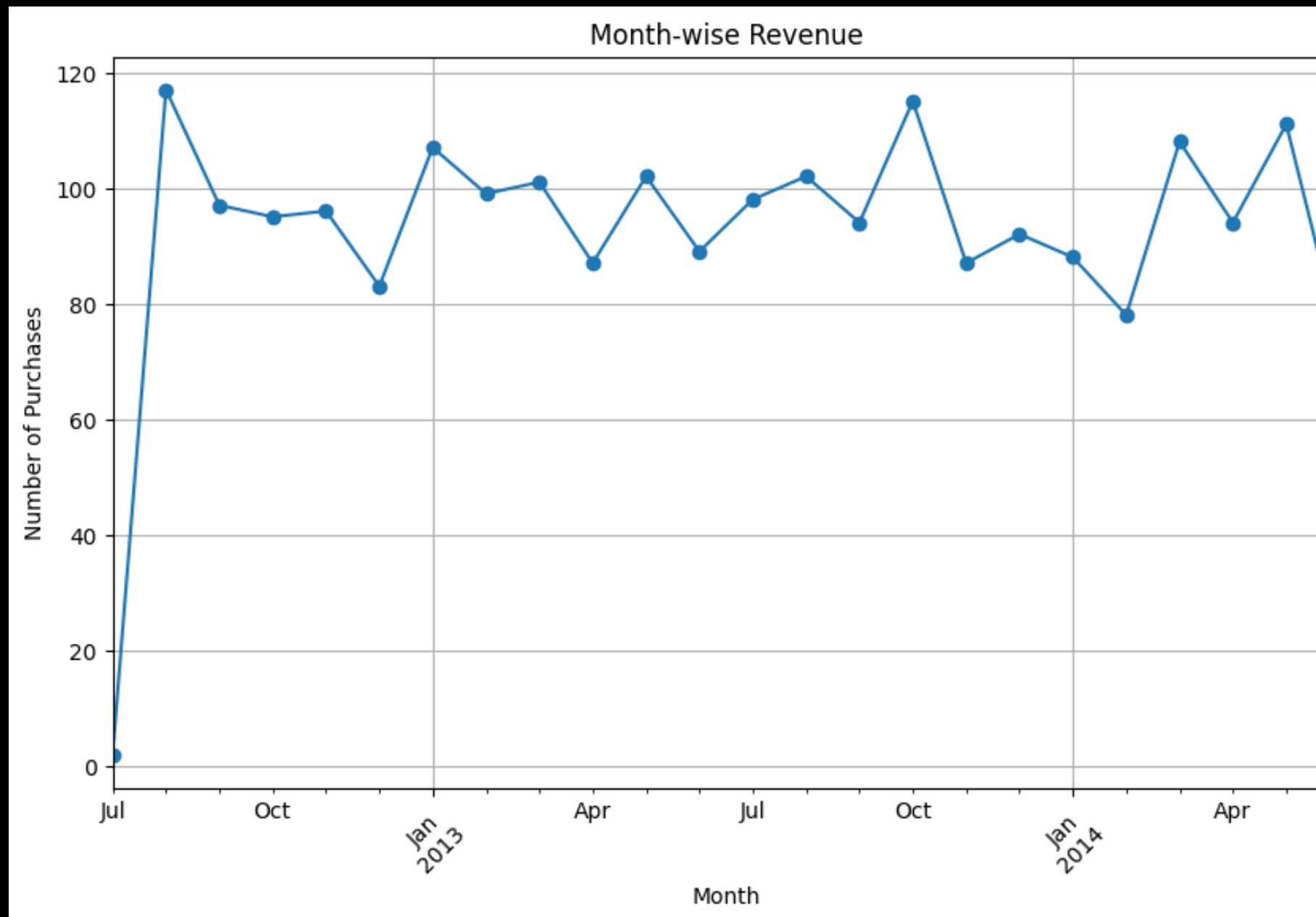
RELATION AMOUNG THE DIFFERENT NUMERIC VALUES-MULTVAR GRAPH



THE HEATMAP ILLUSTRATES CORRELATION COEFFICIENTS BETWEEN DIFFERENT FACTORS LIKE ID, BIRTH YEAR, INCOME, KIDS HOME, TEENS HOME, AND RECENCY. MOST CORRELATIONS ARE CLOSE TO ZERO, INDICATING WEAK OR NO CORRELATION, EXCEPT FOR A NEGATIVE CORRELATION BETWEEN INCOME AND KIDS HOME, AND BIRTH YEAR AND RECENCY.

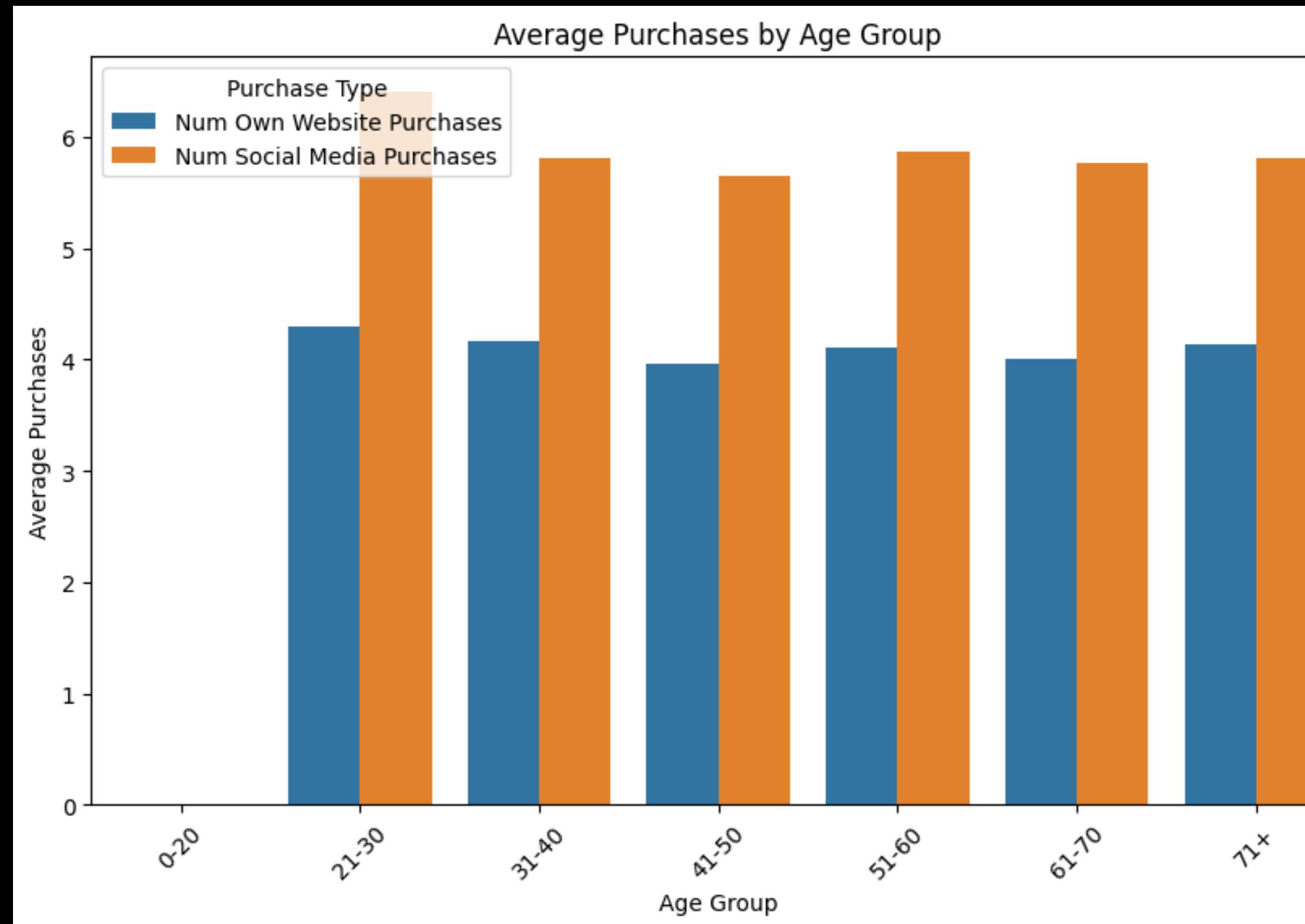


MONTH WISE REVENUE



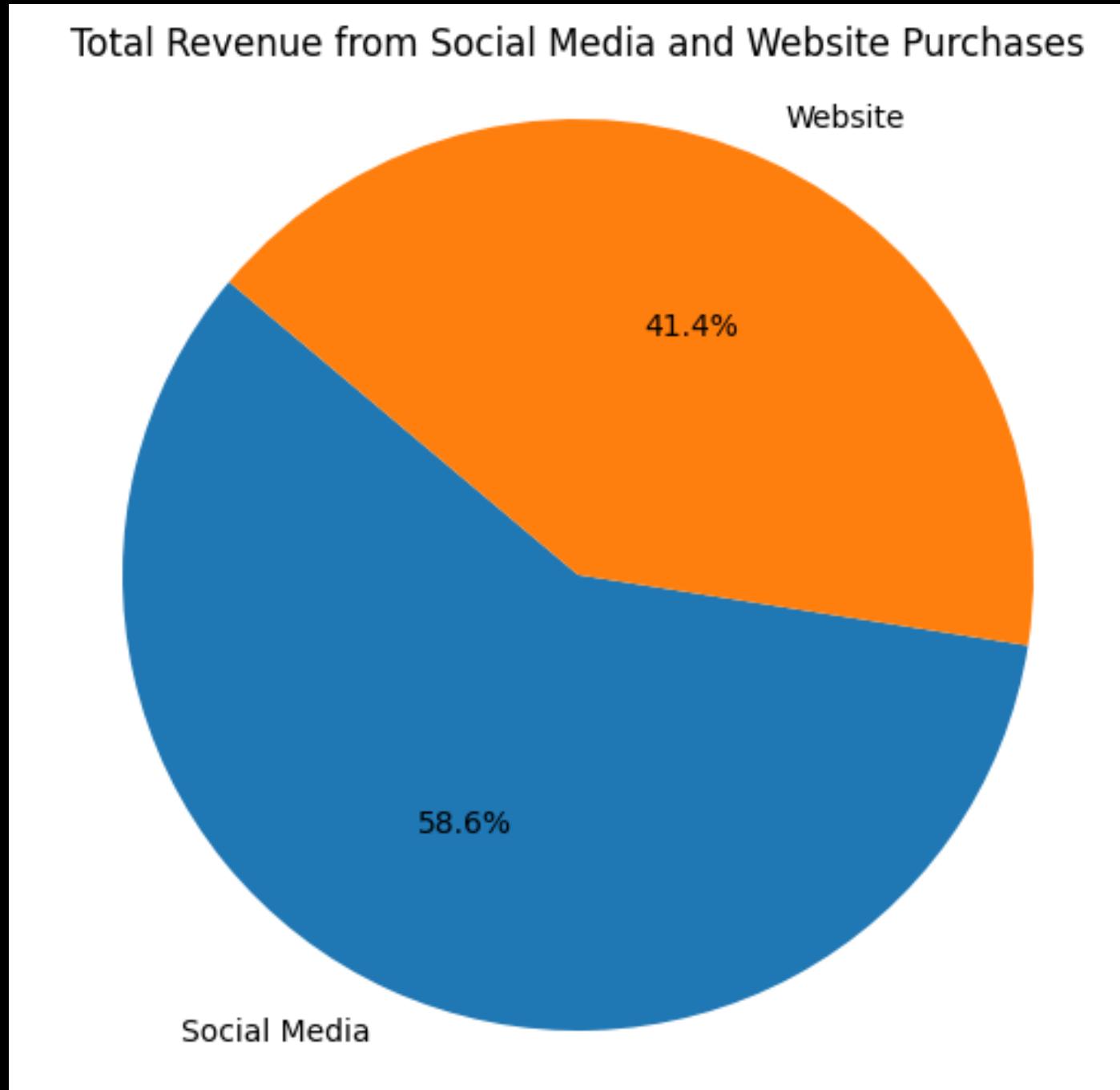
MONTH-WISE REVENUE FROM JULY TO APRIL, SHOWING FLUCTUATIONS IN PURCHASE NUMBERS WITH A PEAK OVER 100 AND A LOW AROUND 60.

AVERAGE PURCHASES BY AGE GROUP



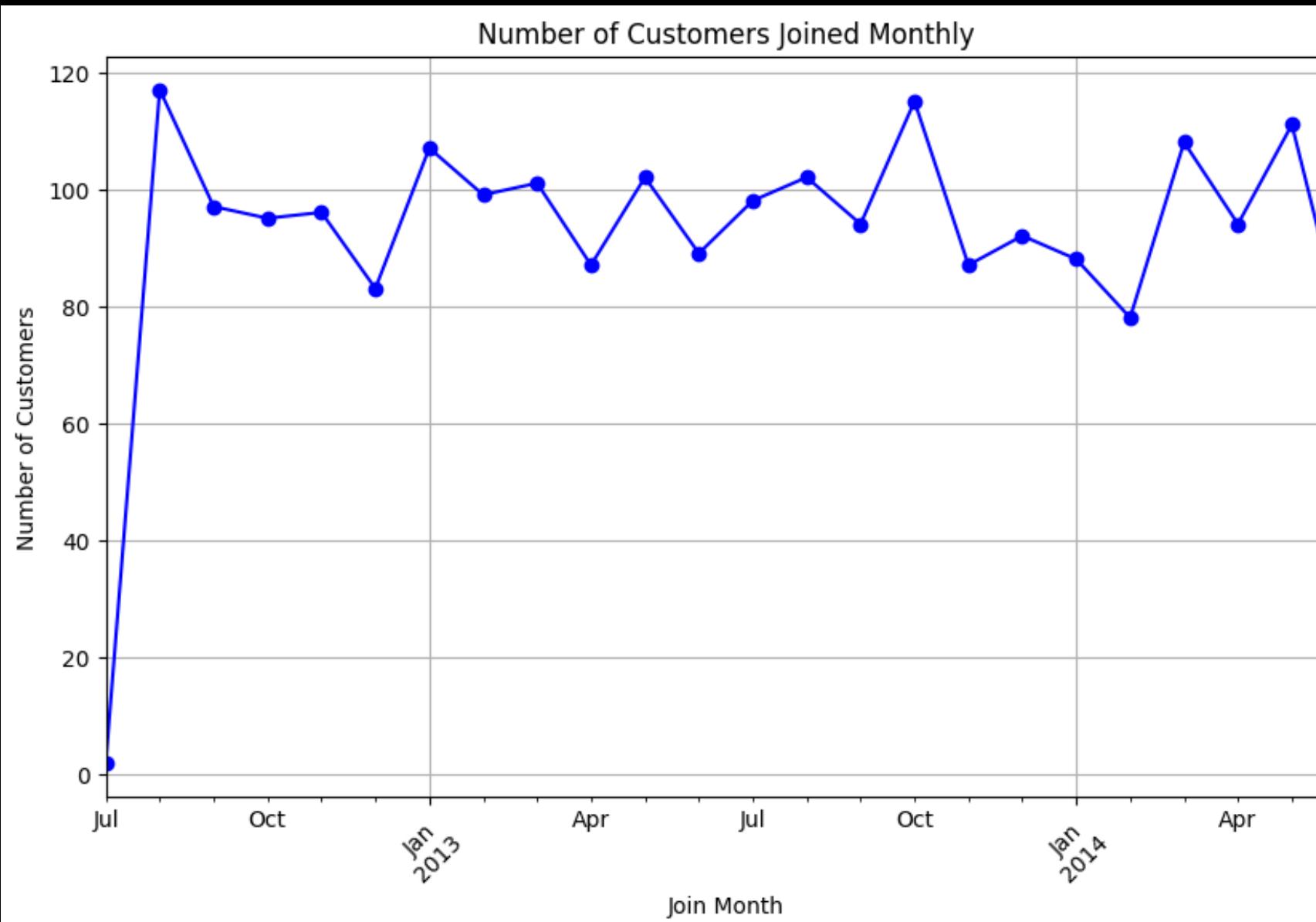
THE BAR CHART COMPARES AVERAGE PURCHASES BY AGE GROUP FOR A COMPANY'S WEBSITE VERSUS SOCIAL MEDIA, SHOWING HIGHER PURCHASES VIA SOCIAL MEDIA ACROSS ALL AGE GROUPS.

TOTAL REVENUE

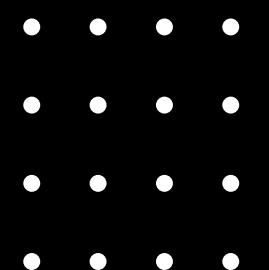
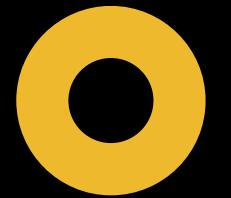


THE PIE CHART SHOWS THAT 58.6% OF TOTAL REVENUE COMES FROM SOCIAL MEDIA PURCHASES, WHILE 41.4% IS FROM WEBSITE PURCHASES.

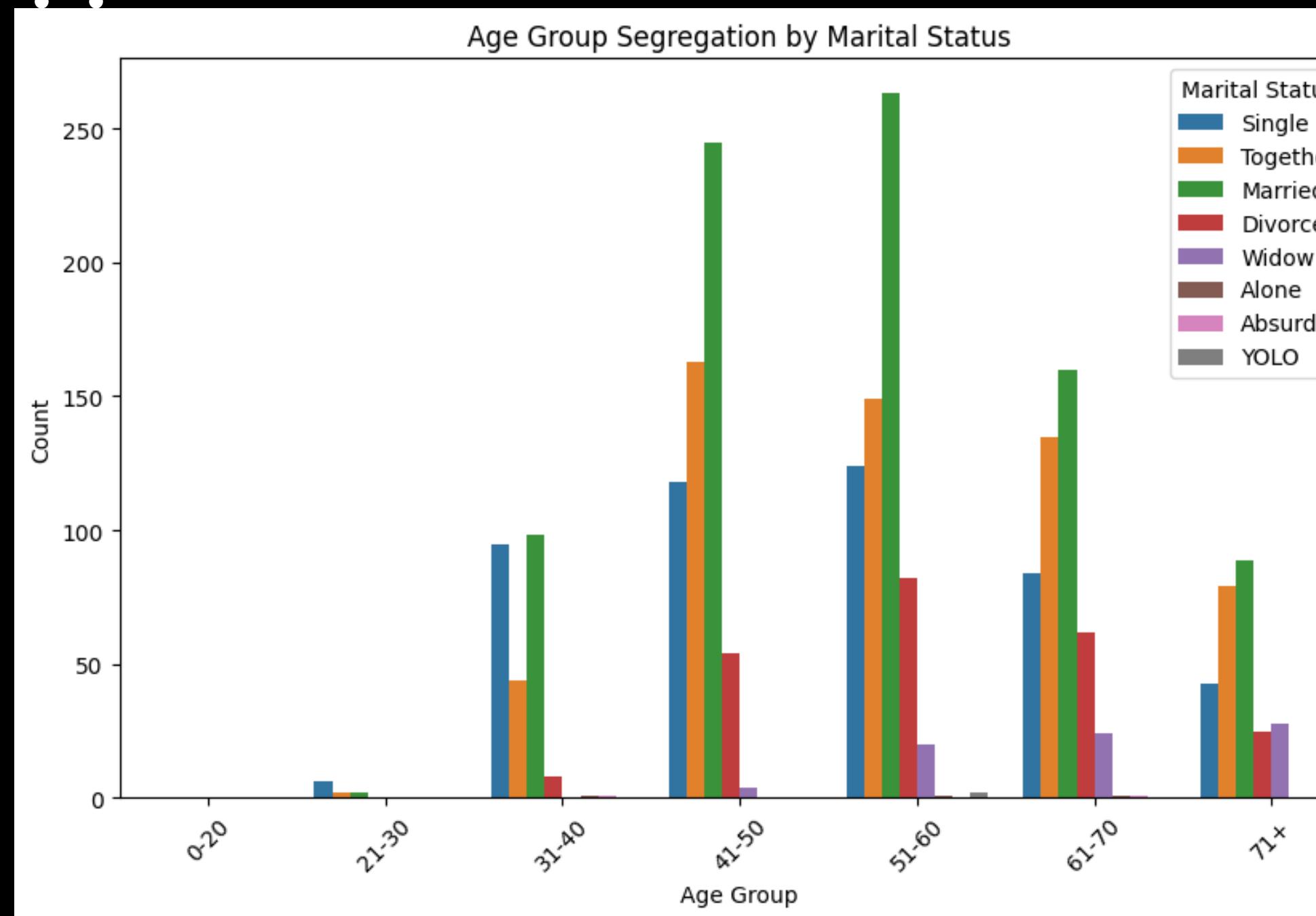
NUMBER OF CUSTOMER JOINED



THE LINE GRAPH DEPICTS THE NUMBER OF CUSTOMERS JOINING MONTHLY, SHOWING FLUCTUATIONS WITH PEAKS AND TROUGHS OVER A PERIOD FROM JULY TO APRIL OF THE FOLLOWING YEAR.

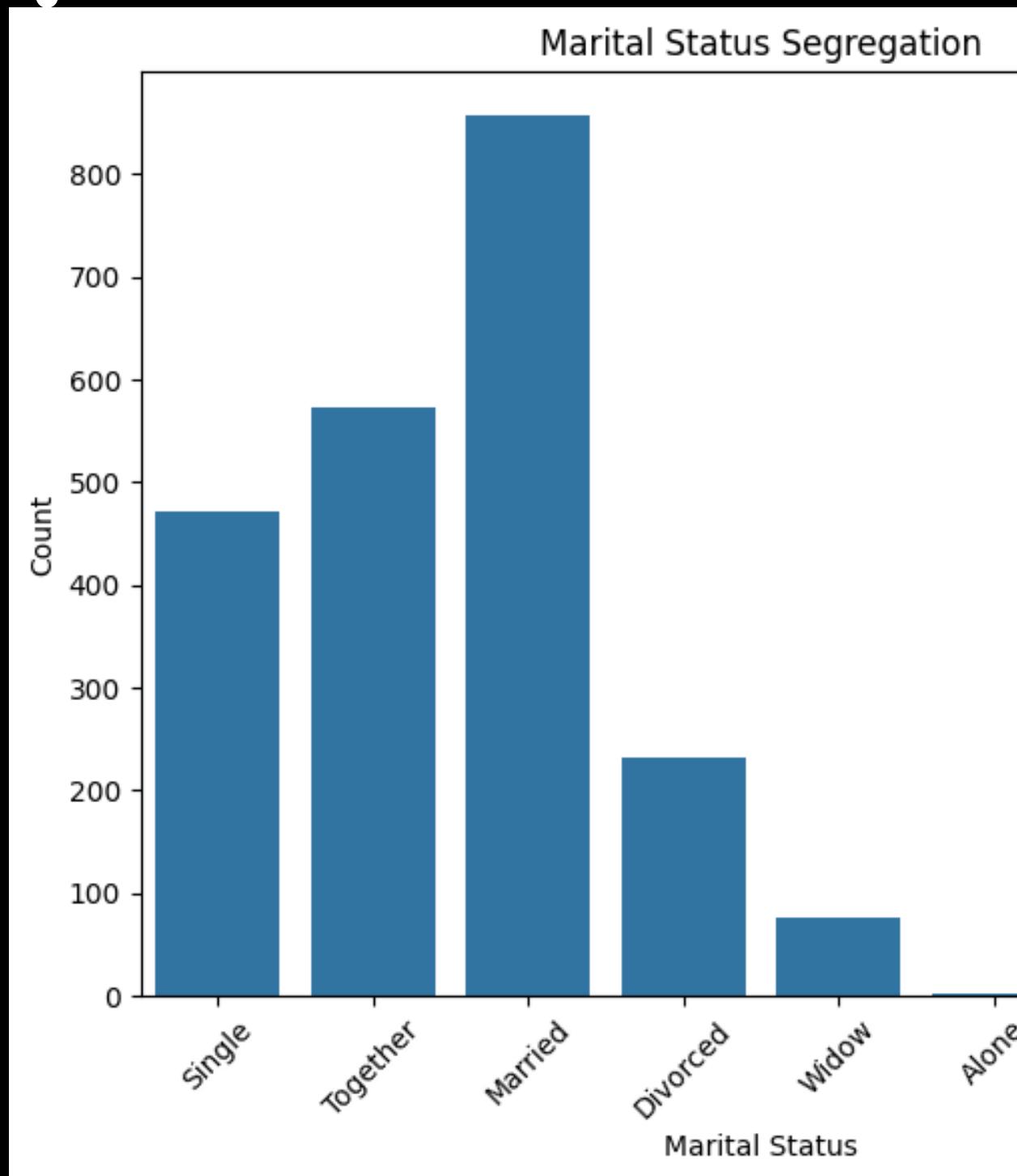


AGE GROUP SEGREGATION BY MARITAL STATUS



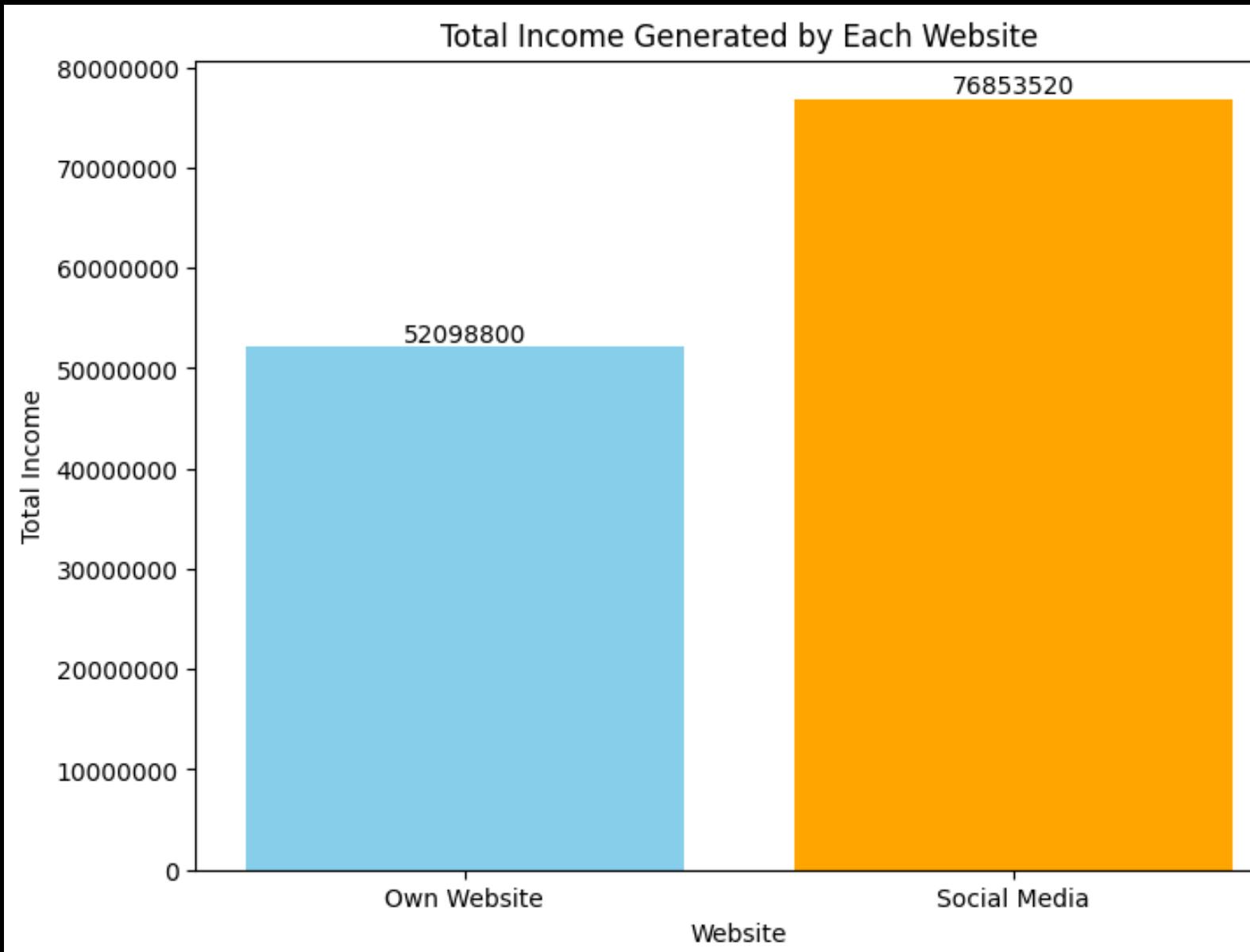
THIS GRAPH SHOWS THE COUNTS OF INDIVIDUALS IN VARIOUS MARITAL STATUSES ACROSS DIFFERENT AGE GROUPS. THE CHART INCLUDES CATEGORIES SUCH AS SINGLE, TOGETHER, MARRIED, DIVORCED, WIDOW, ALONE, ABSURD, AND YOLO. THE MARRIED CATEGORY APPEARS TO HAVE THE HIGHEST COUNT IN THE 41-50 AND 51-60 AGE GROUPS.

MARITAL STATUS SEGREGATION



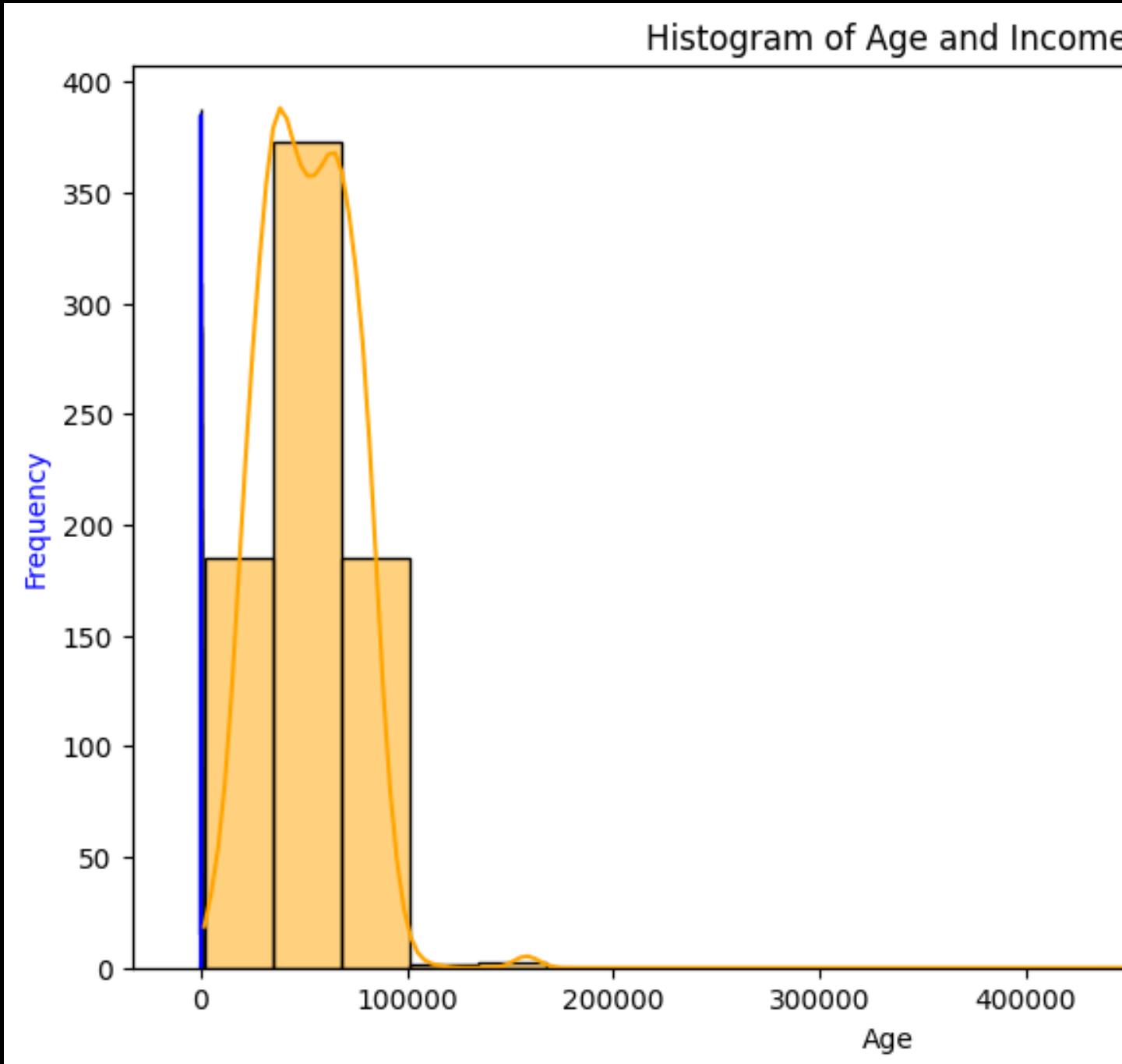
THIS GRAPH SHOWS HOW MANY PEOPLE ARE SINGLE, MARRIED, DIVORCED, OR IN OTHER RELATIONSHIP STATUSES. IT LOOKS LIKE MOST PEOPLE ARE MARRIED, AND THERE ARE DIFFERENT CATEGORIES LIKE SINGLE, TOGETHER, DIVORCED, WIDOW, ALONE, ABSURD, AND YOLO.

TOTAL INCOME GENERATED BY EACH WEBSITE



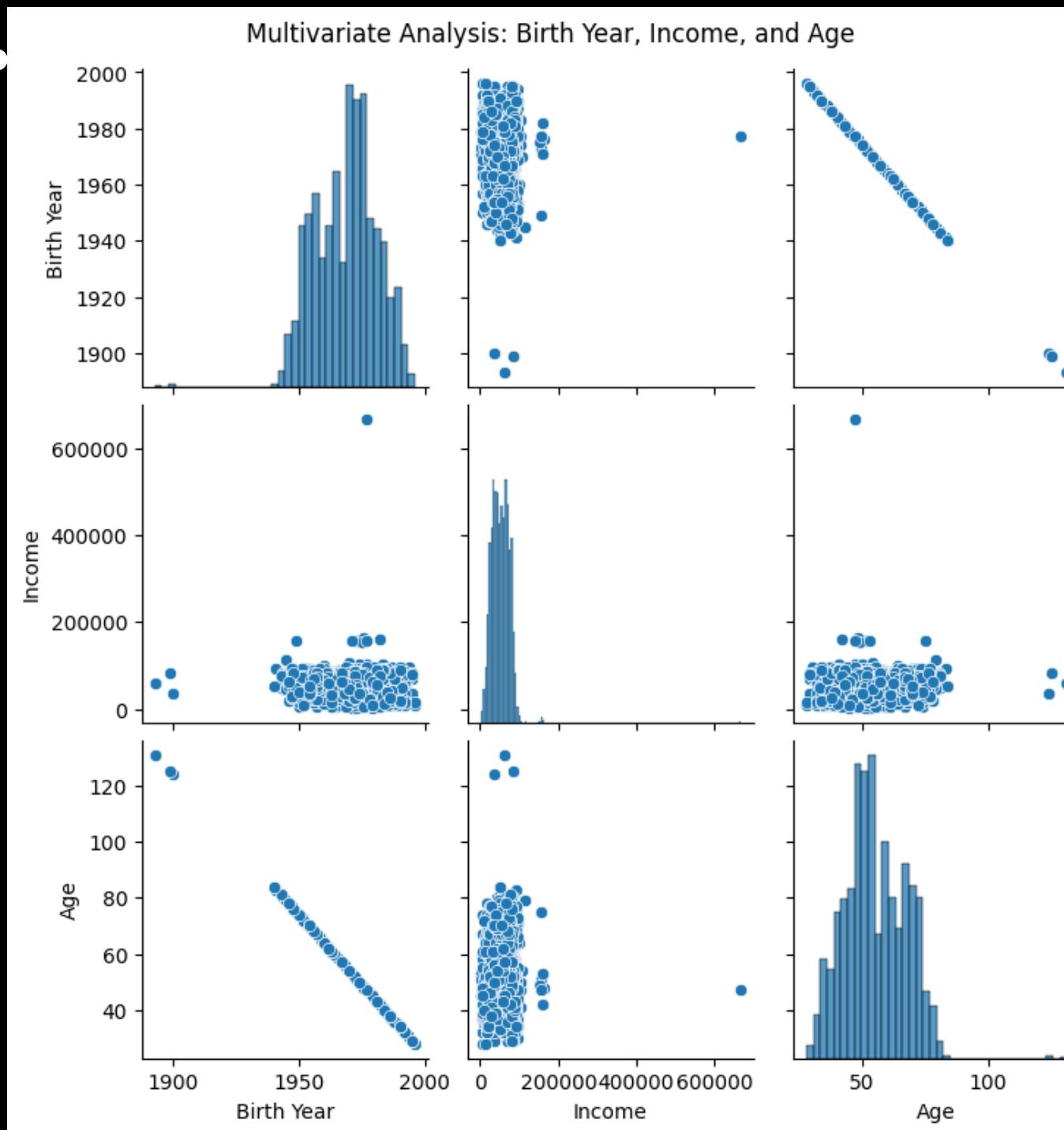
THIS BAR CHART SHOWS TOTAL INCOME GENERATED BY AN "OWN WEBSITE" VERSUS "SOCIAL MEDIA," WITH SOCIAL MEDIA GENERATING SIGNIFICANTLY MORE INCOME AS INDICATED BY THE TALLER ORANGE BAR.

TOTAL INCOME GENERATED BY EACH WEBSITE



THIS GRAPHS IS A UNIVAR WHICH ACTUALLY TRY TO REPRESENT THE RELATION BETWEEN AGE AND INCOME

TOTAL INCOME GENERATED BY EACH WEBSITE



THIS GRAPH IS A
MULTIVARIATE WHICH
SHOWS THE RELATION
BETWEEN THE YEAR
INCOME AND AGE

CONCLUSION

- THE DATA SET HAS OUTLIERS WHICH WHERE HANDLED BY REMOVING THEM
- ALSO FOR A BETTER UNDERSTANDING WE RENAMED ALL THE COLUMNS
- AS PER THE DATA WE HAVE MORE NUMBER OF MARRIED PEOPLE ALSO IN THAT WITH 0 CHILDREN ARE THE ONCE WHO ARE MORE ACTIVE
- GRADUATION AND PHD AND MASTER STUDENT ARE THE ONCE WHO ALSO SHOWED THERE INTEREST
- ALSO WE CAN SAY THAT DURING THE JUNE AND JULY WE HAVE EXCEPTED MORE NUMBER OF CUSTOMERS

Thank You