I downloaded this dataset (creditcardmarketing-bbm.csv) from Data World and I analysed the dataset, it was relatively clean but I found 24 missing values in some columns, since their quantities were less compare to 18000 values in dataset, so I dropped them. For my first Capstone Project, I chose a clean dataset. As I explained it previously, in my proposal, I am trying to find out which factor of the dataset has more impact on Offer Accepted, in other word, which one of them has more impact on the customer's decision to accept the offer.

 I chose the following columns to work with; Income Level, Credit card helds, Average balance, Reward, Offer Accepted, there was not any missing value. I am trying to plot every two column and put Offer accepted with two colors in each plot and then find out which one has sicnifinate impact on it. After plotting there were a few outliers which were acceptable.