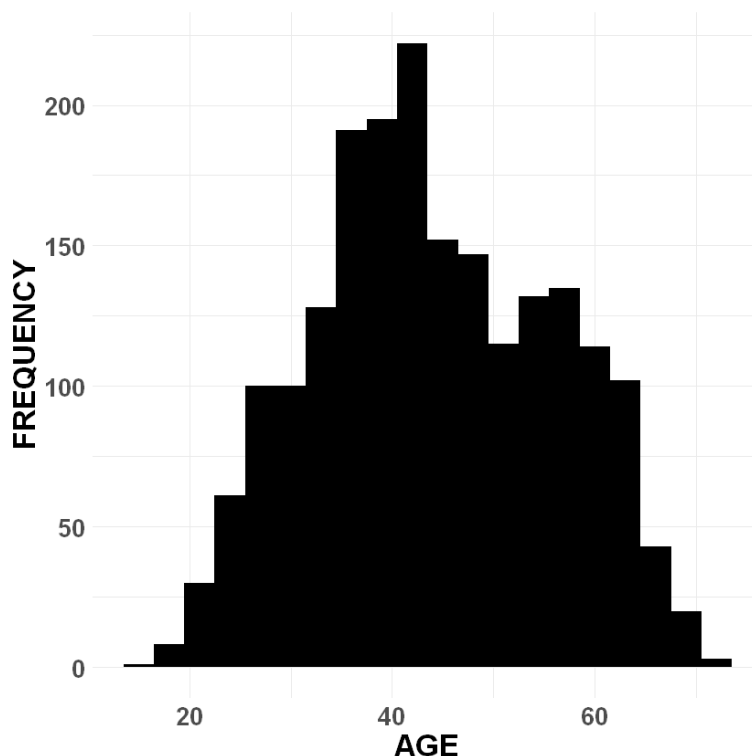


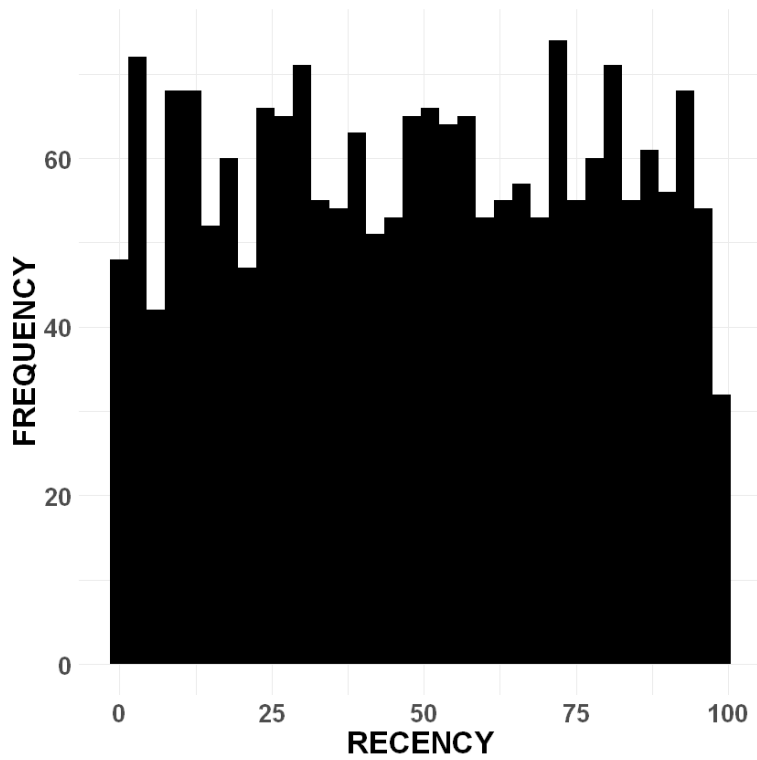
# 1. Prepare 3 research questions about your project

- What is the distribution for numerical features in a dataset?
- How is categorical data distributed by income?
- How is categorical data distributed in percentage?

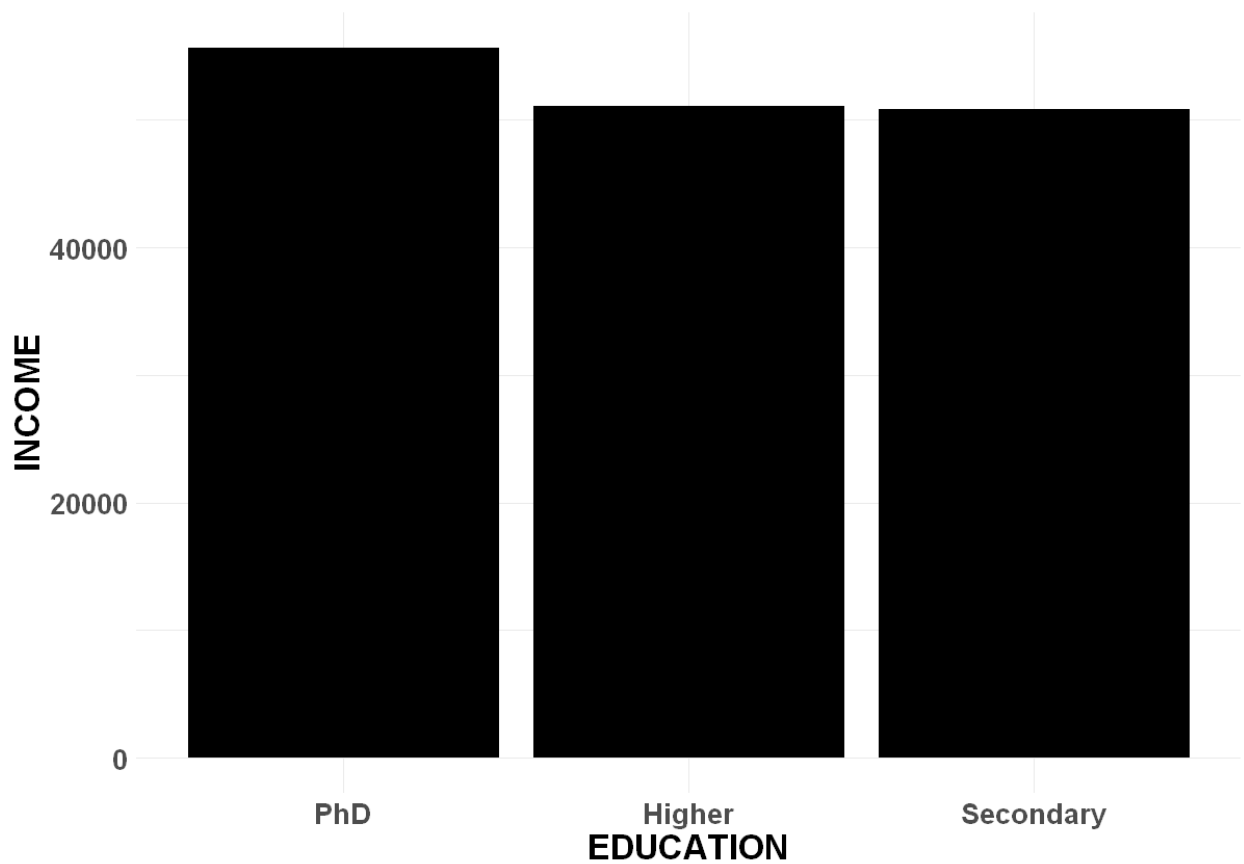
## 2-3. Draw suitable plots and interpret them for answering the research questions



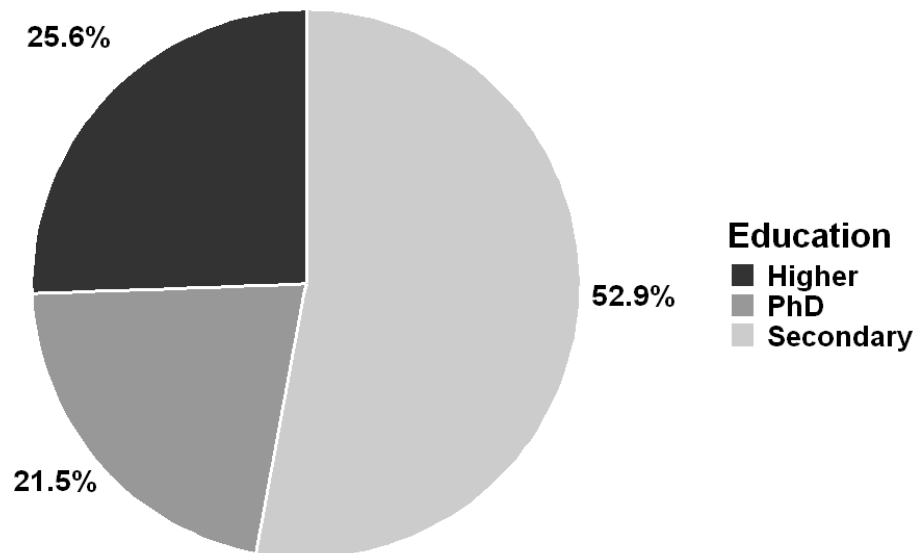
The customers of the supermarket are mostly of middle age (40-60 years old).



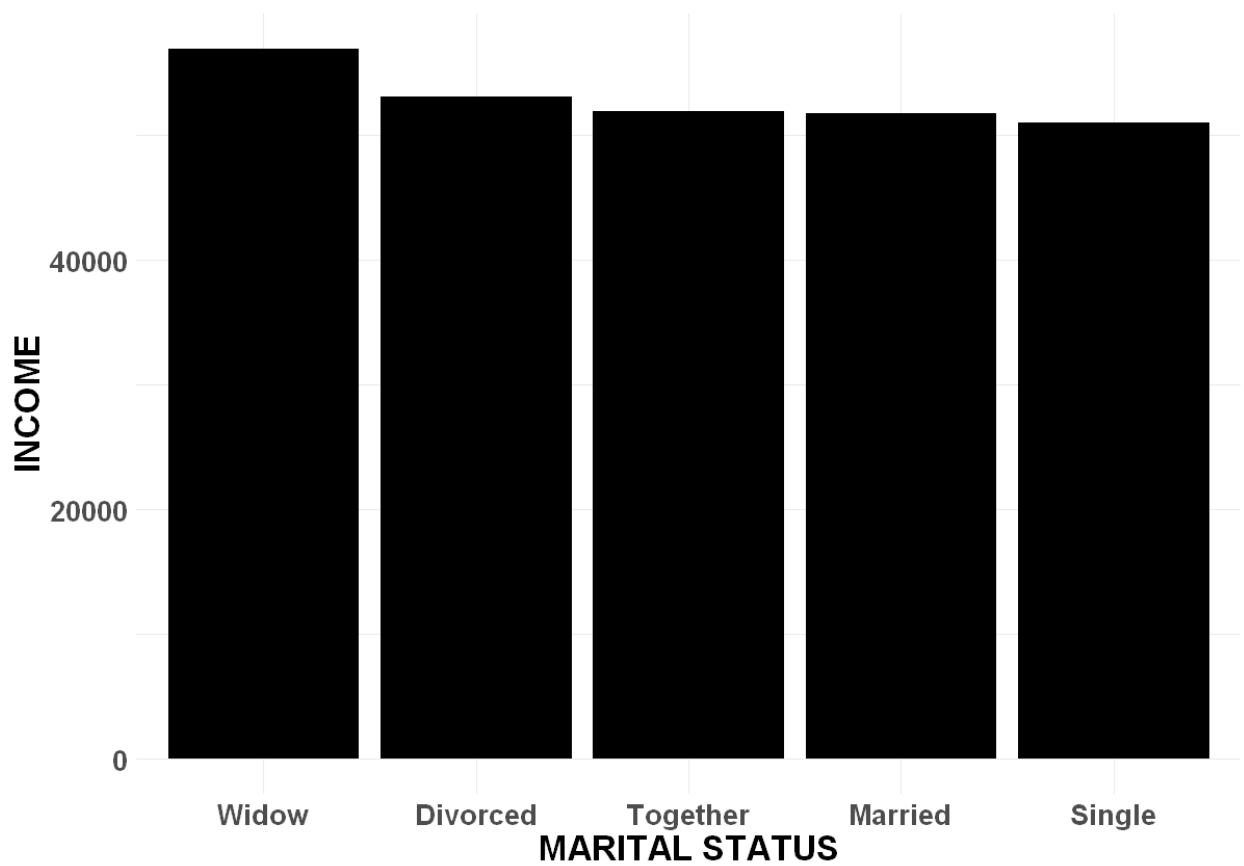
There is no certain pattern in recency with which customers visit the store so we can say it is evenly distributed.



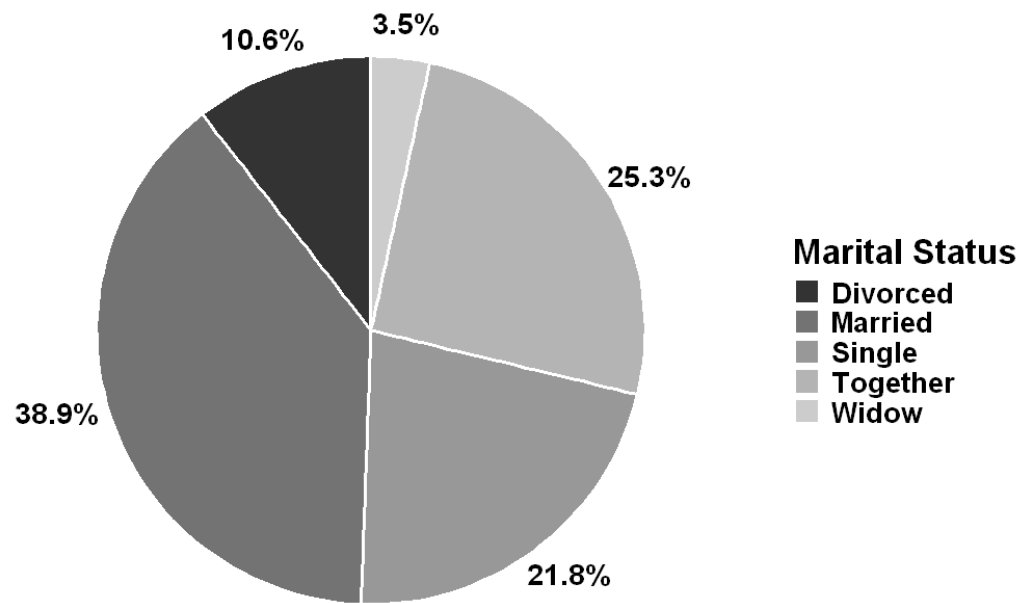
Customers with PhD have higher income on average. Those with secondary have the lowest one.



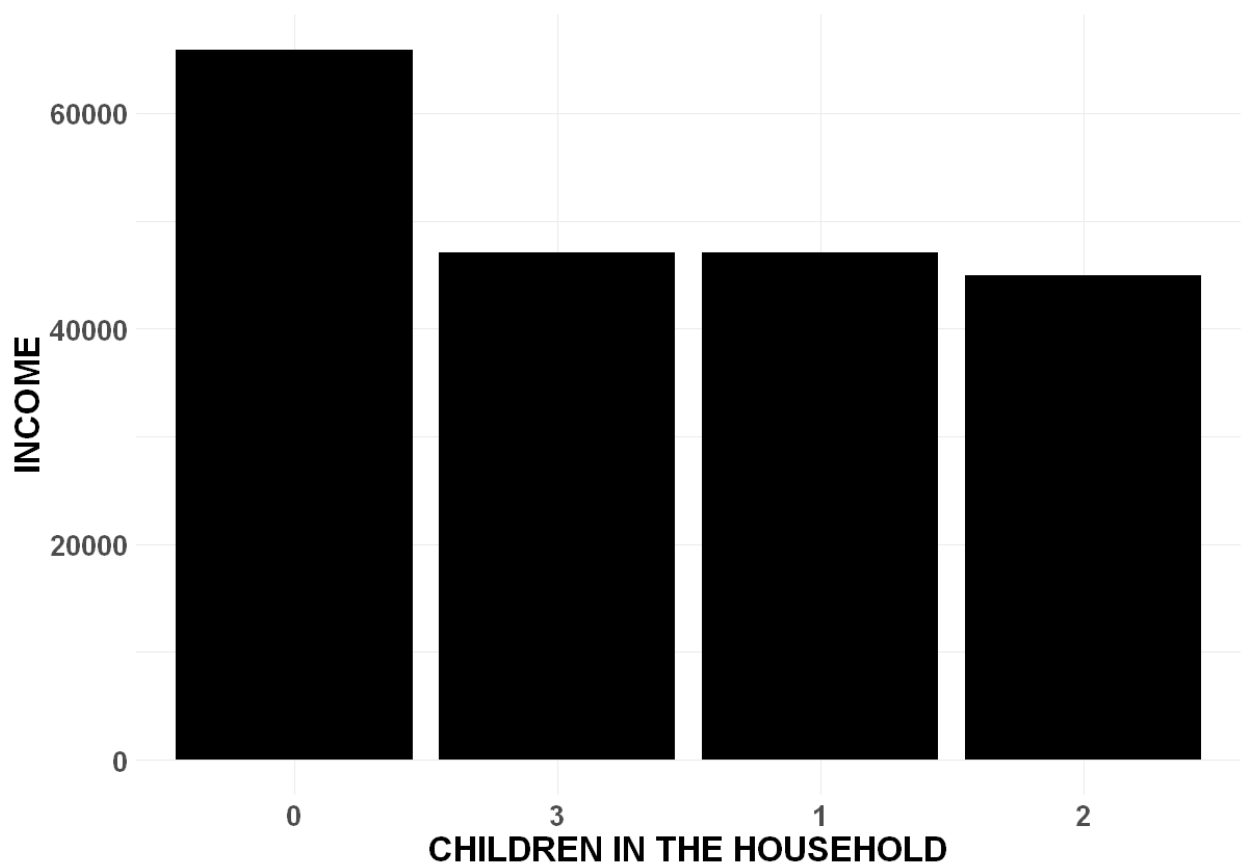
The prevailing majority of customers (52.9%) have secondary education.



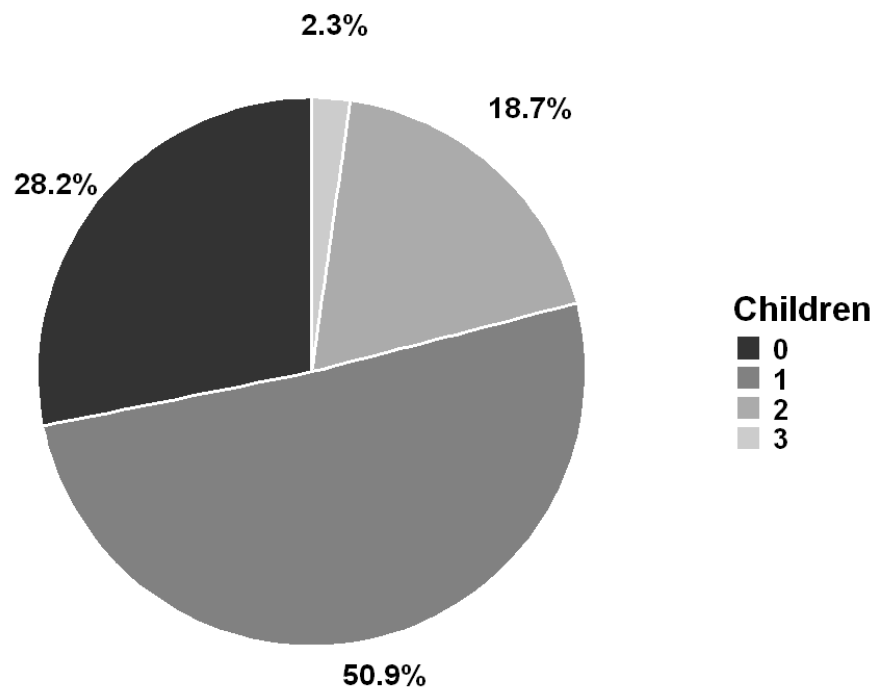
Widows have the biggest income rate while singles have the lowest one.



Almost 80% of the customers are either married or single.



Customers who don't have children earn much bigger than the others.



Most of the customers have one child (50.9%). Those having 3 children in household are the least frequent.