My Dataset

I want to work on the Customer Personality dataset on Kaggle. Here is the URL:

https://www.kaggle.com/datasets/imakash3011/customer-personality-analysis

My Business Issue

Analyzing customer personality involves a comprehensive study of a company's preferred clientele. This process improves a business's comprehension of its customer base and streamlines product adaptations to align with the distinct requirements, behaviors, and concerns of various customer categories.