

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

The purpose of my project is to analyze customer behavior and the factors that drive them to make certain purchases. Analyzing customer personality involves a comprehensive study of a company's preferred clientele. This process enhances a business's understanding of its customer base and streamlines product adaptations to align with the distinct requirements, behaviors, and concerns of various customer categories.