P4 TOC

- Introduction

  - Problem Statement

  - Project Objective

- Exploratory Data Analysis (EDA)

  - Data Overview

  - Univariate Analysis

    - Summary Statistics

    - Distribution Plots

    - Box Plots

  - Bivariate Analysis

    - Scatter Plots

    - Pair Plots

    - Correlation Analysis

    - Heatmaps

- Model Development (KMeans Clustering)

  - Univariate Clustering

    - K-Means Initialization

    - Inertia and Elbow Method

  - Bivariate Clustering

    - K-Means Initialization

    - Inertia and Elbow Method

- Data Visualization

  - Scatter Plots with Clusters & Centers

- Summary Statistics

    - Cluster Analysis

    - Crosstabs and Means

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- Conclusion and Recommendations

  - Key Findings

  - Marketing Strategy Recommendations