Key observations:-

Blank values are present in Income column for 24 customers.

Outliers are present in

1. Age column –

* For Customer ID 1150 age is 122
* For Customer ID 7829 age is 121
* For Customer ID 11004 age is 128

It looks like these values are incorrect.

(Note – Age is derived from Customer’s DOB)

1. Income column –

For Customer ID 94321 monthly income is $6,66,666/- which seems to be an incorrect value.

(Note – Customers are filtered based on their income values according to the IQR.)

Catalog & Deals channels are underperforming.

Among all the products Wine has maximum sales (around 52.5% of total sales) and Meat has the second maximum sales amount (around 27% of total sales) whereas Fruits & Sweets have minimum sales each constituting around 4.5% of total sales.

Last campaign has received maximum response (333 customers enrolled). Second campaign has received minimum response (30 customers enrolled).

Maximum customers (around 53%) have been enrolled in the company in year 2013.

Most of the customers are graduates, who are married, with no kids, from age group 30-40 years & monthly income between $25K-$50K.

Most of the customers (1089) are from Spain whereas only 3 customers are from Mexico.