

ELEVATE LABS DATA ANALYST INTERN DAY 1 ON 07th APRIL 2025

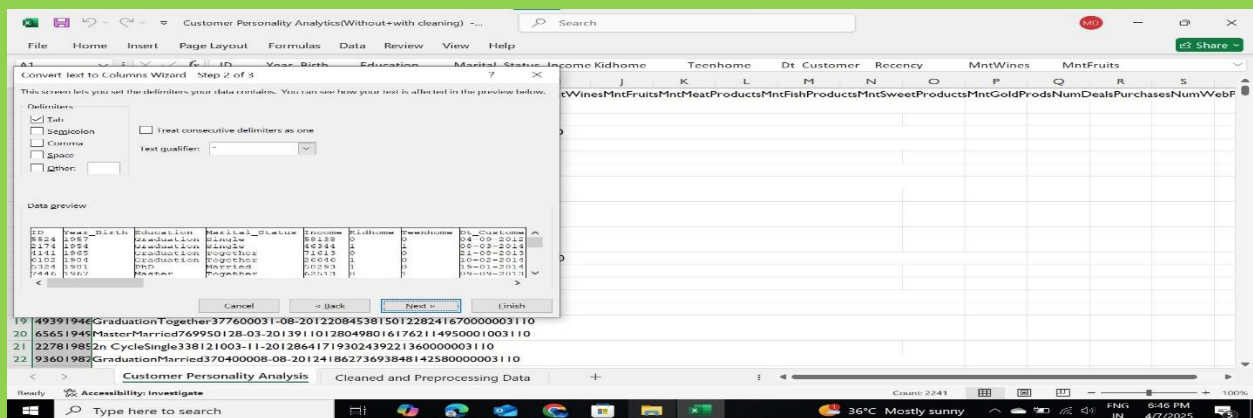
CUSTOMER PERSONALITY ANALYTICS

First of all THANK YOU TO ELEVATE LABS for giving this Data analyst intern opportunity to us free of cost...

I got this excel (csv) file through Kaggle....

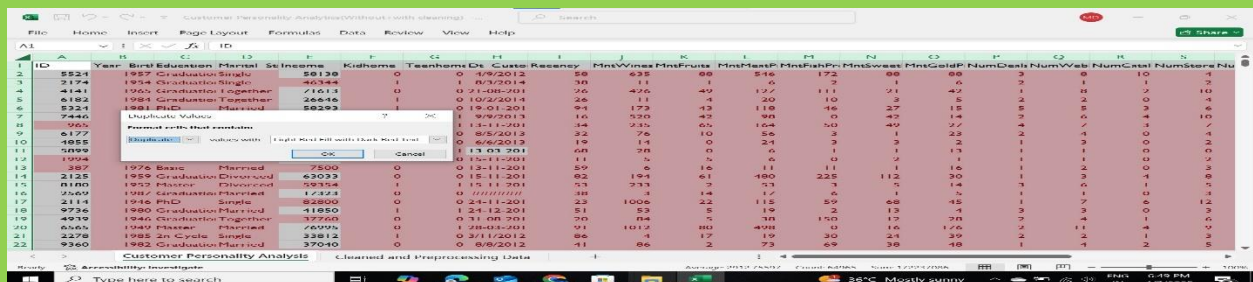
STEP 1

- Open the csv file in excel
- Handling and missing values with excel
- Select the entire dataset with ctrl+A
- Go to the data tab
- Choose the test to columns and split the data with Delimiters



STEP 2

- Find the Duplicate values in with unique ID's
- With conditional formatting
- Go to highlight cells with red color and remove duplicates with this



STEP 3 Finds the blank (empty) values and fill with "Not Available"

| ID | Year_Bir | Go To Special | Income | Home Dt | Custo Recency | MntWines | MntFruits | MntMeatP | MntFishPr | MntSweet | MntGoldP | NumDeals | NumWeb | NumCatal | NumStore |
|------|----------|---------------|--------|---------|---------------|----------|-----------|----------|-----------|----------|----------|----------|--------|----------|----------|
| 5524 | 1952 | | 58138 | 0 | 4/9/2012 | 58 | 635 | 88 | 546 | 172 | 88 | 3 | 8 | 10 | 4 |
| 2174 | 1953 | | 46344 | 1 | 8/3/2014 | 38 | 11 | 1 | 6 | 2 | 1 | 6 | 2 | 1 | 2 |
| 4141 | 1961 | | 71613 | 0 | 21-08-2013 | 26 | 426 | 49 | 127 | 111 | 21 | 42 | 1 | 8 | 2 |
| 6182 | 1961 | | 26646 | 0 | 10/2/2014 | 26 | 11 | 4 | 20 | 10 | 3 | 5 | 2 | 2 | 0 |
| 5324 | 1961 | | 58293 | 1 | 01-01-2014 | 94 | 173 | 43 | 118 | 46 | 27 | 15 | 5 | 3 | 6 |
| 7446 | 1961 | | 62513 | 0 | 9/9/2013 | 16 | 520 | 42 | 98 | 0 | 42 | 14 | 2 | 6 | 4 |
| 965 | 1971 | | 55635 | 1 | 13-11-2012 | 34 | 235 | 65 | 164 | 50 | 49 | 27 | 4 | 7 | 3 |
| 6177 | 1971 | | 55635 | 0 | 8/5/2013 | 32 | 76 | 10 | 56 | 3 | 1 | 23 | 2 | 4 | 0 |
| 4855 | 1974 | | 30351 | 0 | 6/6/2013 | 19 | 14 | 0 | 24 | 3 | 3 | 2 | 1 | 3 | 0 |
| 5899 | 1950 | | 5648 | 1 | 13-03-2014 | 68 | 28 | 0 | 6 | 1 | 1 | 13 | 1 | 1 | 0 |
| 1994 | 1963 | | 7500 | 0 | 15-11-2013 | 11 | 5 | 5 | 6 | 0 | 2 | 1 | 1 | 1 | 0 |
| 387 | 1976 | | 7500 | 0 | 13-11-2012 | 59 | 6 | 16 | 11 | 11 | 1 | 16 | 1 | 2 | 0 |
| 2125 | 1959 | | 63033 | 0 | 15-11-2013 | 82 | 194 | 61 | 480 | 225 | 112 | 30 | 1 | 3 | 4 |
| 8180 | 1952 | | 59354 | 1 | 15-11-2013 | 53 | 233 | 2 | 53 | 3 | 5 | 14 | 3 | 6 | 1 |
| 2569 | 1967 | | 17323 | 0 | 10/10/2012 | 38 | 3 | 14 | 17 | 6 | 1 | 5 | 1 | 1 | 0 |
| 2114 | 1946 | PhD | 82800 | 0 | 24-11-2012 | 23 | 1006 | 22 | 115 | 59 | 68 | 45 | 1 | 7 | 6 |
| 9736 | 1980 | Graduat | 41850 | 1 | 24-12-2012 | 51 | 53 | 5 | 19 | 2 | 13 | 4 | 3 | 3 | 0 |
| 4939 | 1946 | Graduat | 37760 | 0 | 31-08-2011 | 20 | 84 | 5 | 38 | 150 | 12 | 28 | 2 | 4 | 1 |
| 6565 | 1949 | Master | 76995 | 0 | 12-03-2013 | 91 | 1012 | 80 | 498 | 0 | 16 | 176 | 2 | 11 | 4 |
| 2278 | 1985 | 2n Cycle | 33812 | 1 | 03/11/2012 | 86 | 4 | 17 | 19 | 30 | 24 | 39 | 2 | 2 | 1 |
| 9360 | 1982 | Graduat | 37040 | 0 | 8/8/2012 | 41 | 86 | 2 | 73 | 69 | 38 | 48 | 1 | 4 | 2 |

STEP 4

- Change the dt customers to Registration date
- Converted the text to date type data type with “dd-mm-yyyy”

| ID | Year | Birth | Education | Marital | St | Income | Kidhome | Teenhome | Dt_Customer | Recency | MntWines | MntFruits | MntMeatP | MntFishPr | MntSweet | MntGoldP | NumDeals | NumWeb | NumCatal | NumStore |
|------|------|----------|-----------|---------|----|--------|---------|----------|-------------|---------|----------|-----------|----------|-----------|----------|----------|----------|--------|----------|----------|
| 5524 | 1952 | Graduat | Single | | | 58138 | 0 | 0 | 4/9/2012 | 58 | 635 | 88 | 546 | 172 | 88 | 3 | 8 | 10 | 4 | |
| 2174 | 1954 | Graduat | Single | | | 46344 | 1 | 1 | 8/3/2014 | 38 | 11 | 1 | 6 | 2 | 1 | 6 | 2 | 1 | 1 | 2 |
| 4141 | 1965 | Graduat | Together | | | 71613 | 0 | 0 | 21-08-2013 | 26 | 426 | 49 | 127 | 111 | 21 | 42 | 1 | 8 | 2 | 10 |
| 6182 | 1964 | Graduat | Together | | | 26646 | 1 | 0 | 10/2/2014 | 26 | 11 | 4 | 20 | 10 | 3 | 5 | 2 | 2 | 0 | 4 |
| 5324 | 1981 | PhD | Married | | | 58293 | 1 | 0 | 01-01-2014 | 94 | 173 | 43 | 118 | 46 | 27 | 15 | 5 | 3 | 6 | |
| 7446 | 1967 | Master | Together | | | 62513 | 0 | 1 | 9/9/2013 | 16 | 520 | 42 | 98 | 0 | 42 | 14 | 2 | 6 | 4 | 10 |
| 965 | 1971 | Graduat | Divorced | | | 55635 | 0 | 1 | 13-11-2012 | 34 | 235 | 65 | 164 | 50 | 49 | 27 | 4 | 7 | 3 | 7 |
| 6177 | 1971 | Graduat | Divorced | | | 55635 | 0 | 1 | 13-11-2012 | 34 | 235 | 65 | 164 | 50 | 49 | 27 | 4 | 7 | 3 | 7 |
| 4855 | 1974 | PhD | Together | | | 30351 | 1 | 0 | 6/6/2013 | 19 | 14 | 0 | 24 | 3 | 3 | 2 | 1 | 3 | 0 | 2 |
| 5899 | 1950 | PhD | Together | | | 5648 | 1 | 1 | 13-03-2014 | 68 | 28 | 0 | 6 | 1 | 1 | 13 | 1 | 1 | 0 | 0 |
| 1994 | 1963 | Graduat | Married | | | 7500 | 0 | 0 | 15-11-2013 | 11 | 5 | 5 | 6 | 0 | 2 | 1 | 1 | 1 | 0 | 0 |
| 387 | 1976 | Basic | Married | | | 7500 | 0 | 0 | 13-11-2012 | 59 | 6 | 16 | 11 | 11 | 1 | 16 | 1 | 2 | 0 | 0 |
| 2125 | 1959 | Graduat | Divorced | | | 63033 | 0 | 0 | 15-11-2013 | 82 | 194 | 61 | 480 | 225 | 112 | 30 | 1 | 3 | 4 | 8 |
| 8180 | 1952 | Master | Divorced | | | 59354 | 1 | 1 | 15-11-2013 | 53 | 233 | 2 | 53 | 3 | 5 | 14 | 3 | 6 | 1 | 5 |
| 2569 | 1967 | Graduat | Married | | | 17323 | 0 | 0 | 10/10/2012 | 38 | 3 | 14 | 17 | 6 | 1 | 5 | 1 | 1 | 0 | 3 |
| 2114 | 1946 | PhD | Single | | | 82800 | 0 | 0 | 24-11-2012 | 23 | 1006 | 22 | 115 | 59 | 68 | 45 | 1 | 7 | 6 | 12 |
| 9736 | 1980 | Graduat | Married | | | 41850 | 1 | 1 | 24-12-2012 | 51 | 53 | 5 | 19 | 2 | 13 | 4 | 3 | 3 | 0 | 3 |
| 4939 | 1946 | Graduat | Together | | | 37760 | 0 | 0 | 31-08-2011 | 20 | 84 | 5 | 38 | 150 | 12 | 28 | 2 | 4 | 1 | 6 |
| 6565 | 1949 | Master | Married | | | 76995 | 0 | 1 | 12-03-2013 | 91 | 1012 | 80 | 498 | 0 | 16 | 176 | 2 | 11 | 4 | 9 |
| 2278 | 1985 | 2n Cycle | Single | | | 33812 | 1 | 0 | 03/11/2012 | 86 | 4 | 17 | 19 | 30 | 24 | 39 | 2 | 2 | 1 | 3 |
| 9360 | 1982 | Graduat | Married | | | 37040 | 0 | 0 | 8/8/2012 | 41 | 86 | 2 | 73 | 69 | 38 | 48 | 1 | 4 | 2 | 5 |

STEP 5

Martial_Status changed the data replaced values with Together to married

STEP 6

Change the column names without gaps and capital letters to small letters

| ID | Year | Birth | Education | Marital | St | Income | Kidhome | Teenhome | Dt_Customer | Recency | MntWines | MntFruits | MntMeatP | MntFishPr | MntSweet | MntGoldP | NumDeals | NumWeb | NumCatal | NumStore |
|------|------|----------|-----------|---------|----|--------|---------|----------|-------------|---------|----------|-----------|----------|-----------|----------|----------|----------|--------|----------|----------|
| 5524 | 1952 | Graduat | Single | | | 58138 | 0 | 0 | 4/9/2012 | 58 | 635 | 88 | 546 | 172 | 88 | 3 | 8 | 10 | 4 | |
| 2174 | 1954 | Graduat | Single | | | 46344 | 1 | 1 | 8/3/2014 | 38 | 11 | 1 | 6 | 2 | 1 | 6 | 2 | 1 | 1 | 2 |
| 4141 | 1965 | Graduat | Together | | | 71613 | 0 | 0 | 21-08-2013 | 26 | 426 | 49 | 127 | 111 | 21 | 42 | 1 | 8 | 2 | 10 |
| 6182 | 1964 | Graduat | Together | | | 26646 | 1 | 0 | 10/2/2014 | 26 | 11 | 4 | 20 | 10 | 3 | 5 | 2 | 2 | 0 | 4 |
| 5324 | 1981 | PhD | Married | | | 58293 | 1 | 0 | 01-01-2014 | 94 | 173 | 43 | 118 | 46 | 27 | 15 | 5 | 3 | 6 | |
| 7446 | 1967 | Master | Together | | | 62513 | 0 | 1 | 9/9/2013 | 16 | 520 | 42 | 98 | 0 | 42 | 14 | 2 | 6 | 4 | 10 |
| 965 | 1971 | Graduat | Divorced | | | 55635 | 0 | 1 | 13-11-2012 | 34 | 235 | 65 | 164 | 50 | 49 | 27 | 4 | 7 | 3 | 7 |
| 6177 | 1971 | Graduat | Divorced | | | 55635 | 0 | 1 | 13-11-2012 | 34 | 235 | 65 | 164 | 50 | 49 | 27 | 4 | 7 | 3 | 7 |
| 4855 | 1974 | PhD | Together | | | 30351 | 1 | 0 | 6/6/2013 | 19 | 14 | 0 | 24 | 3 | 3 | 2 | 1 | 3 | 0 | 2 |
| 5899 | 1950 | PhD | Together | | | 5648 | 1 | 1 | 13-03-2014 | 68 | 28 | 0 | 6 | 1 | 1 | 13 | 1 | 1 | 0 | 0 |
| 1994 | 1963 | Graduat | Married | | | 7500 | 0 | 0 | 15-11-2013 | 11 | 5 | 5 | 6 | 0 | 2 | 1 | 1 | 1 | 0 | 0 |
| 387 | 1976 | Basic | Married | | | 7500 | 0 | 0 | 13-11-2012 | 59 | 6 | 16 | 11 | 11 | 1 | 16 | 1 | 2 | 0 | 0 |
| 2125 | 1959 | Graduat | Divorced | | | 63033 | 0 | 0 | 15-11-2013 | 82 | 194 | 61 | 480 | 225 | 112 | 30 | 1 | 3 | 4 | 8 |
| 8180 | 1952 | Master | Divorced | | | 59354 | 1 | 1 | 15-11-2013 | 53 | 233 | 2 | 53 | 3 | 5 | 14 | 3 | 6 | 1 | 5 |
| 2569 | 1967 | Graduat | Married | | | 17323 | 0 | 0 | 10/10/2012 | 38 | 3 | 14 | 17 | 6 | 1 | 5 | 1 | 1 | 0 | 3 |
| 2114 | 1946 | PhD | Single | | | 82800 | 0 | 0 | 24-11-2012 | 23 | 1006 | 22 | 115 | 59 | 68 | 45 | 1 | 7 | 6 | 12 |
| 9736 | 1980 | Graduat | Married | | | 41850 | 1 | 1 | 24-12-2012 | 51 | 53 | 5 | 19 | 2 | 13 | 4 | 3 | 3 | 0 | 3 |
| 4939 | 1946 | Graduat | Together | | | 37760 | 0 | 0 | 31-08-2011 | 20 | 84 | 5 | 38 | 150 | 12 | 28 | 2 | 4 | 1 | 6 |
| 6565 | 1949 | Master | Married | | | 76995 | 0 | 1 | 12-03-2013 | 91 | 1012 | 80 | 498 | 0 | 16 | 176 | 2 | 11 | 4 | 9 |
| 2278 | 1985 | 2n Cycle | Single | | | 33812 | 1 | 0 | 03/11/2012 | 86 | 4 | 17 | 19 | 30 | 24 | 39 | 2 | 2 | 1 | 3 |
| 9360 | 1982 | Graduat | Married | | | 37040 | 0 | 0 | 8/8/2012 | 41 | 86 | 2 | 73 | 69 | 38 | 48 | 1 | 4 | 2 | 5 |

Finally cleaned the data with the help of excel

| | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O |
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THANK YOU BY DURGAM MANOHAR