

Individual Company Sales Data

ABSTRACT

They are the sales of an individual company and information about the customer in terms of family income has been collected to find out more ways to attract the customer and what ages, marital status and educational qualifications are affected by sales and through which statistics are made and predicted the most buying and most researched customers

Question/need:

- Knowing the average household income
- predicting customer satisfaction
- Which age is interested in the product online ?
- how to influence the customer more

Data Description:

- Kaggle Dataset: [Individual Company Sales Data | Kaggle](#)
- This is a sales data from an individual company
- dataset includes about 40,000 rows and 15 columns

Columns	Description
Flag	Whether the customer has bought the target product or not
Gender	Gender of the customer male or female
education	Education background of customer
house_val	Value of the residence the customer lives in
Age	Age of the customer by group
Online	Whether the customer had online shopping experience or not
customer_psy	Variable describing consumer psychology based on the area of residence
marriage	Marriage status of the customer
children	Whether the customer has children or not
occupation	Career information of the customer
mortgage	Housing Loan Information of customers
house_own	Whether the customer owns a house or not
Region	Information on the area in which the customer are located
car_prob	The probability that the customer will buy a new car(1 means the maximum possible)
fam_income	Family income Information of the customer(A means the lowest, and L means the highest)

Tools

- Python
- Jupyter

Libraries:

- NumPy
- Pandas
- SQL
- Matplotlib – Seaborn

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