



**This project is
one of the T5 Data
Science Sadaya
academy**

Nadia naji hajrasi

T.Ali



Individual Company Sales Data



introduction

- Customer data analysis is a detailed analysis of a company's ideal customers. It helps businesses better understand their customers and makes it easier for them to modify products according to the specific needs, behaviors, and interests of different types of customers.

Step of project :-



1-Load Dataset

2-Explore Dataset



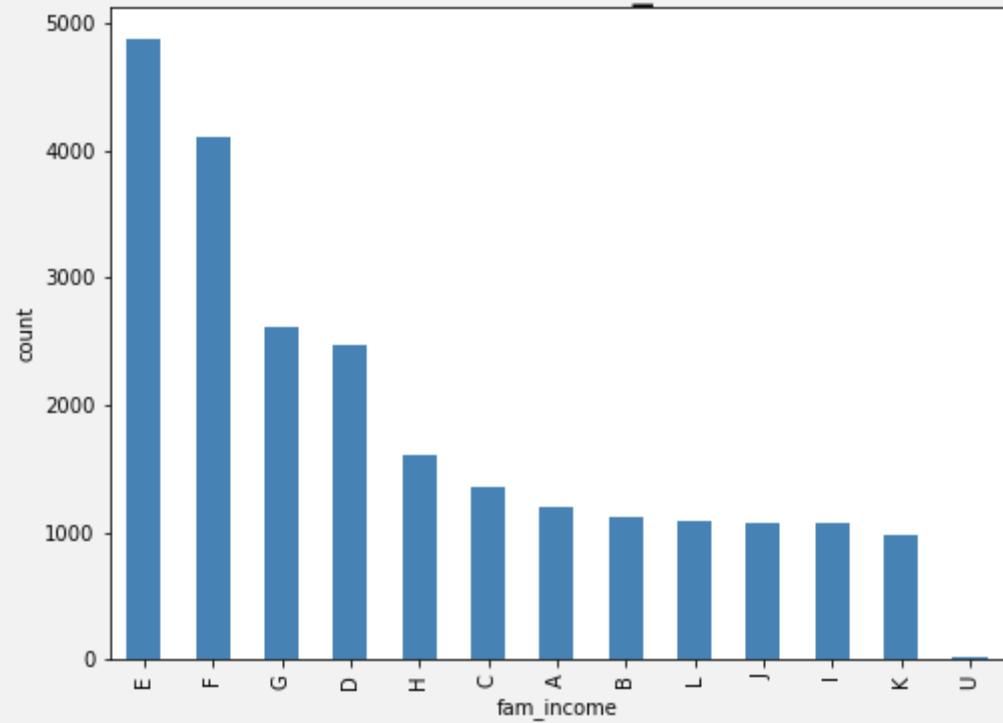
3-Cleaning Dataset

4-Analysis and
Visualization

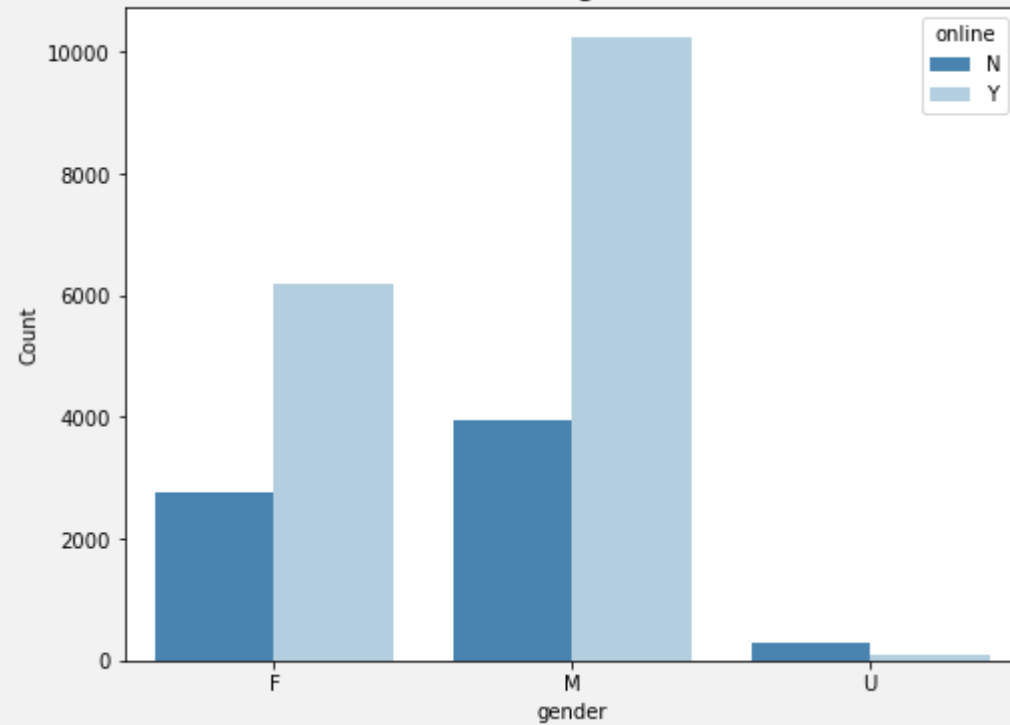
Some EDA

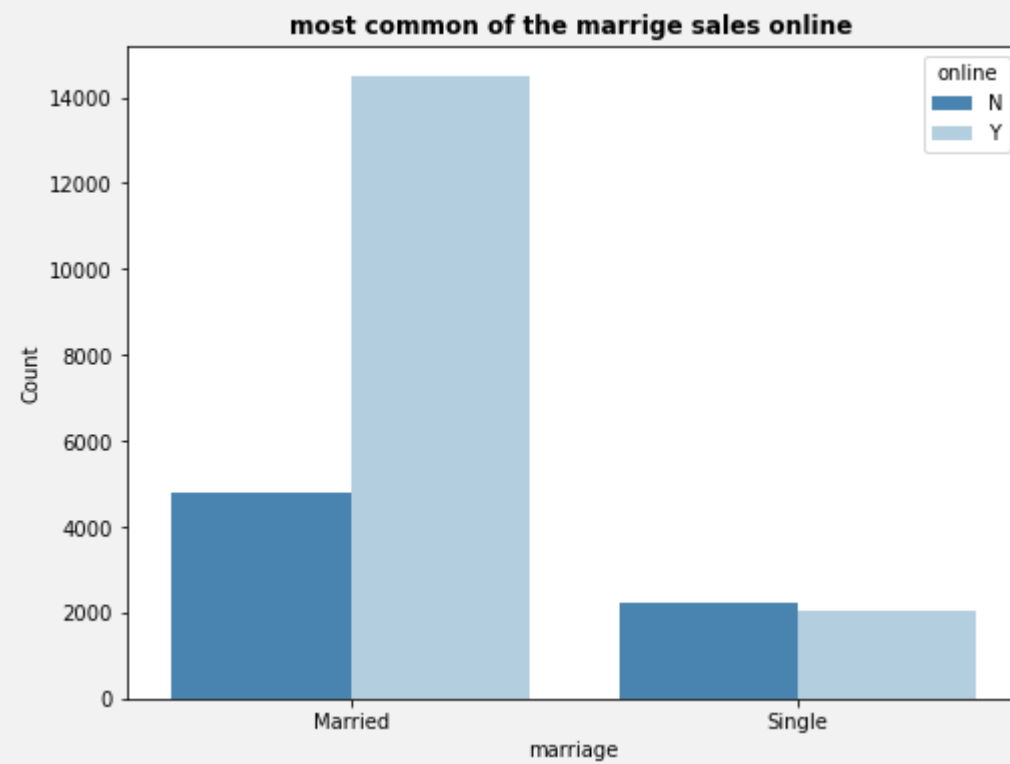
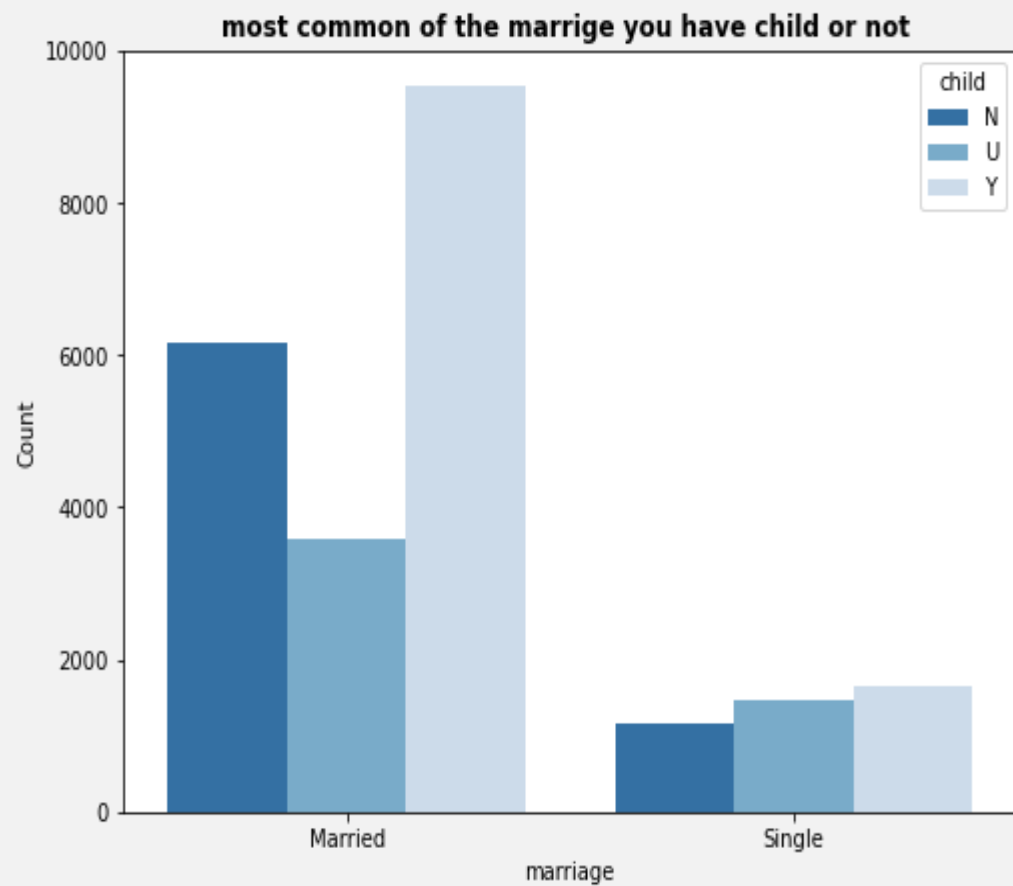


what most common of fam_income customer?

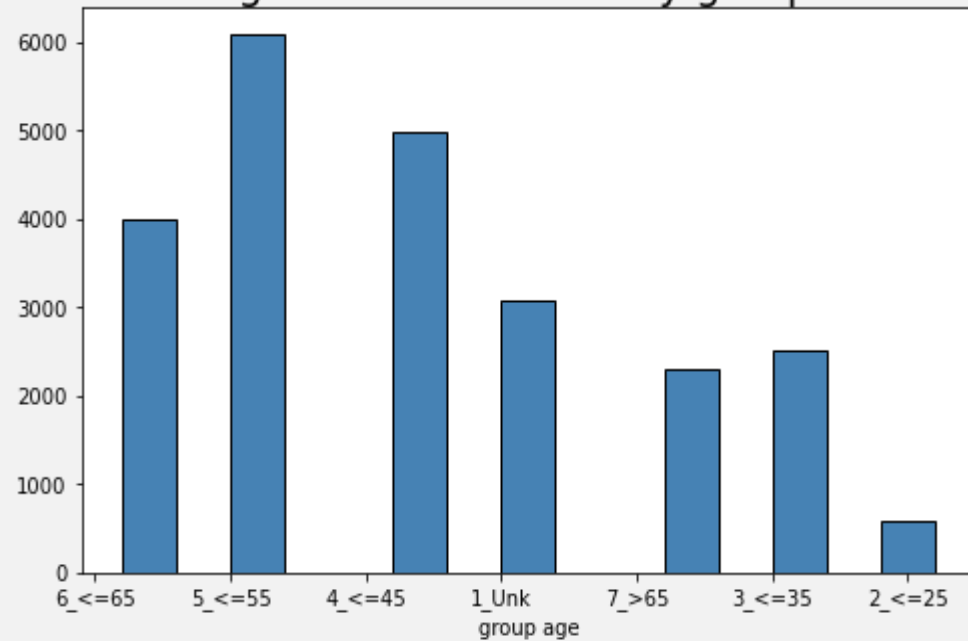


most common of the gander sales online

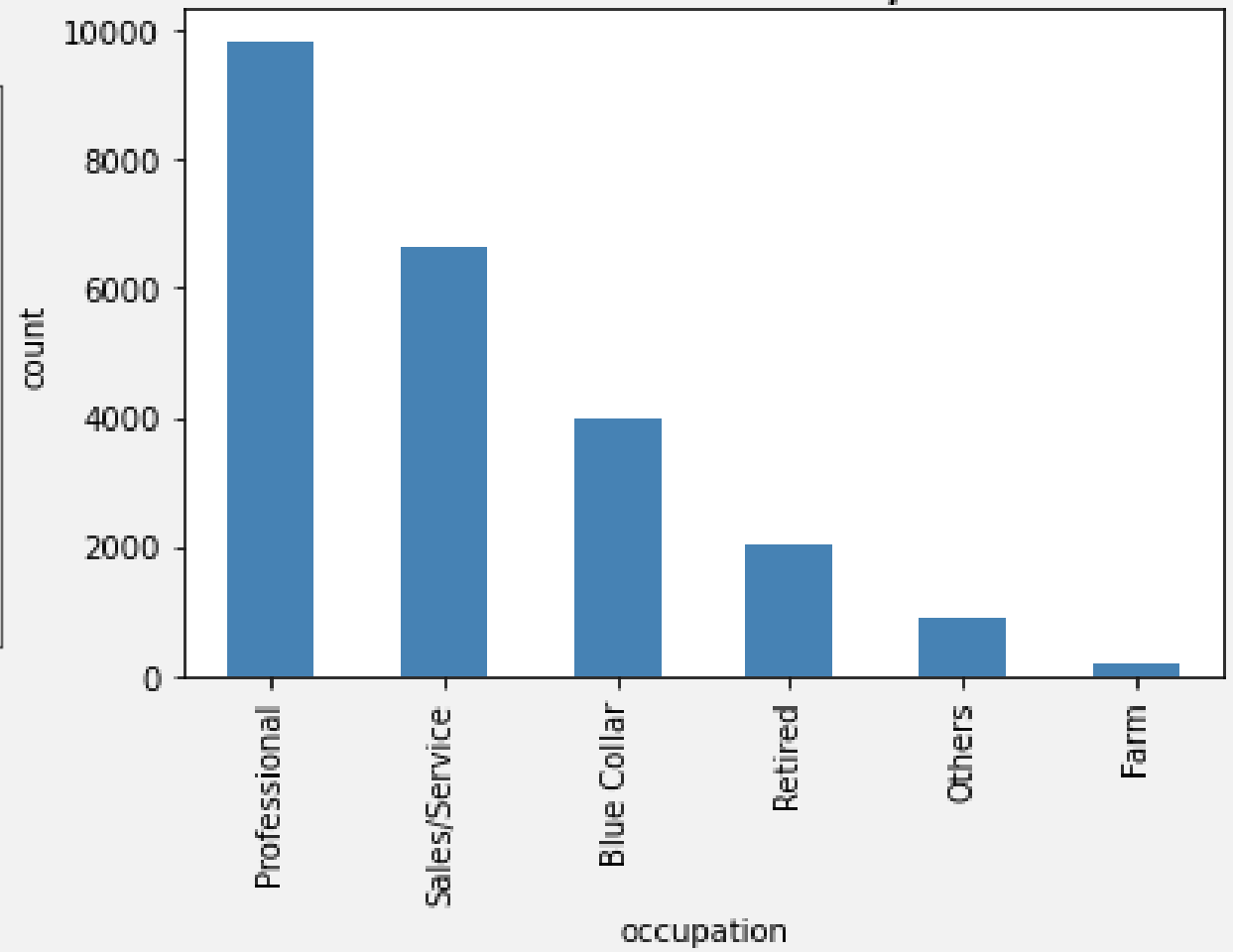




Age of the customer by group ?



What the least occupation ?



- In this statistic, we conclude that the products are fairly good, medium and suitable for customers, but focus should be placed on increasing them

Whether the customer has bought the target product or not

