

## Data Sets: Customers data

### Description:

Shop Customer Data is a detailed analysis of a imaginative shop's ideal customers. It helps a business to better understand its customers. The owner of a shop gets information about Customers through membership cards.

Dataset consists of 2000 records and 8 columns.

### Fields:

■ Customer ID

■ Gender

■ Age

■ Annual Income

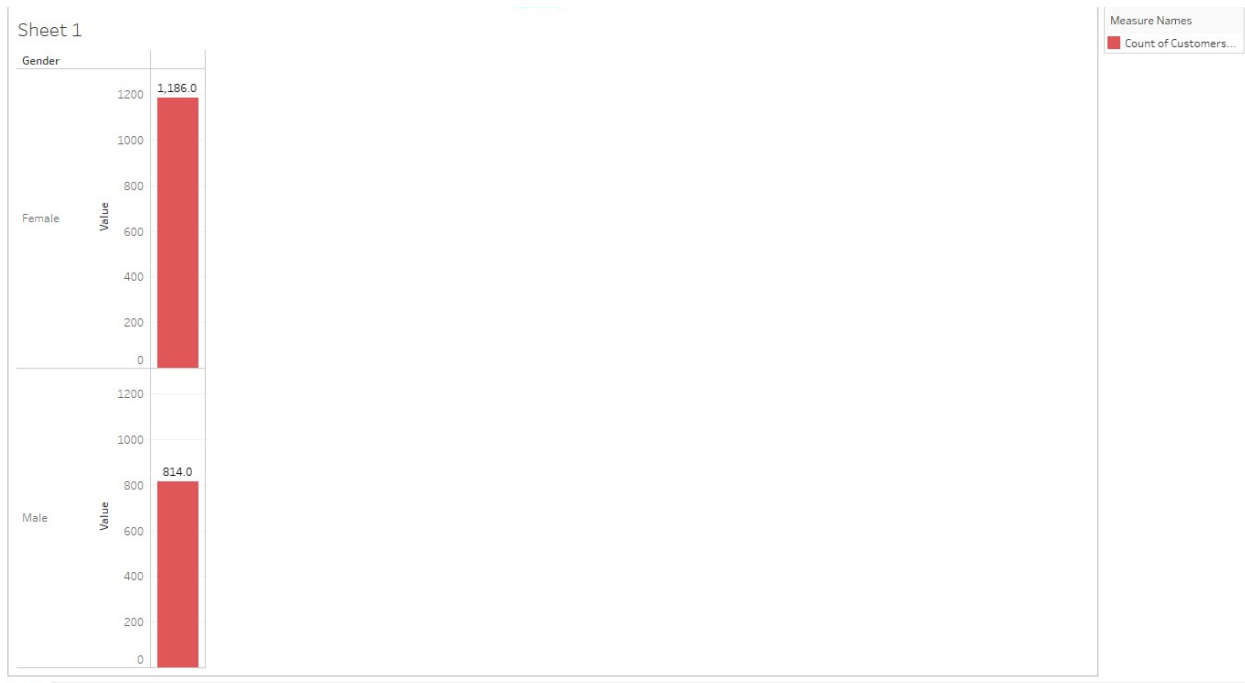
■ Spending Score - Score assigned by the shop, based on customer behavior and spending nature

■ Profession

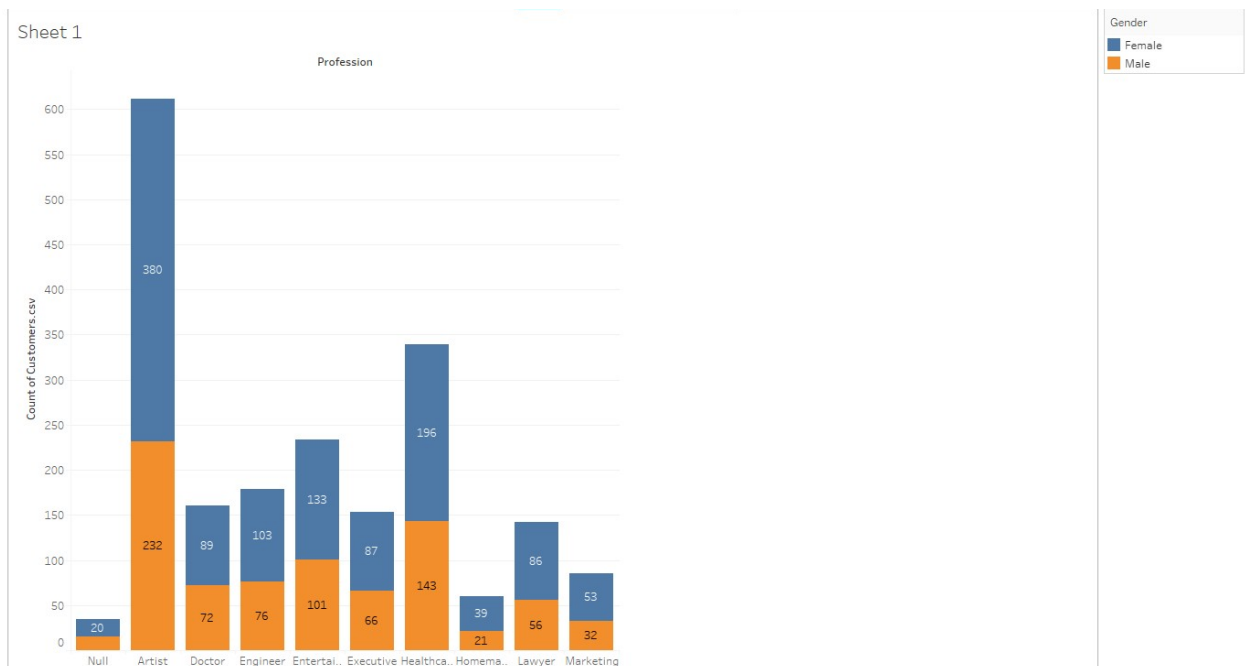
■ Work Experience - in years

■ Family Size

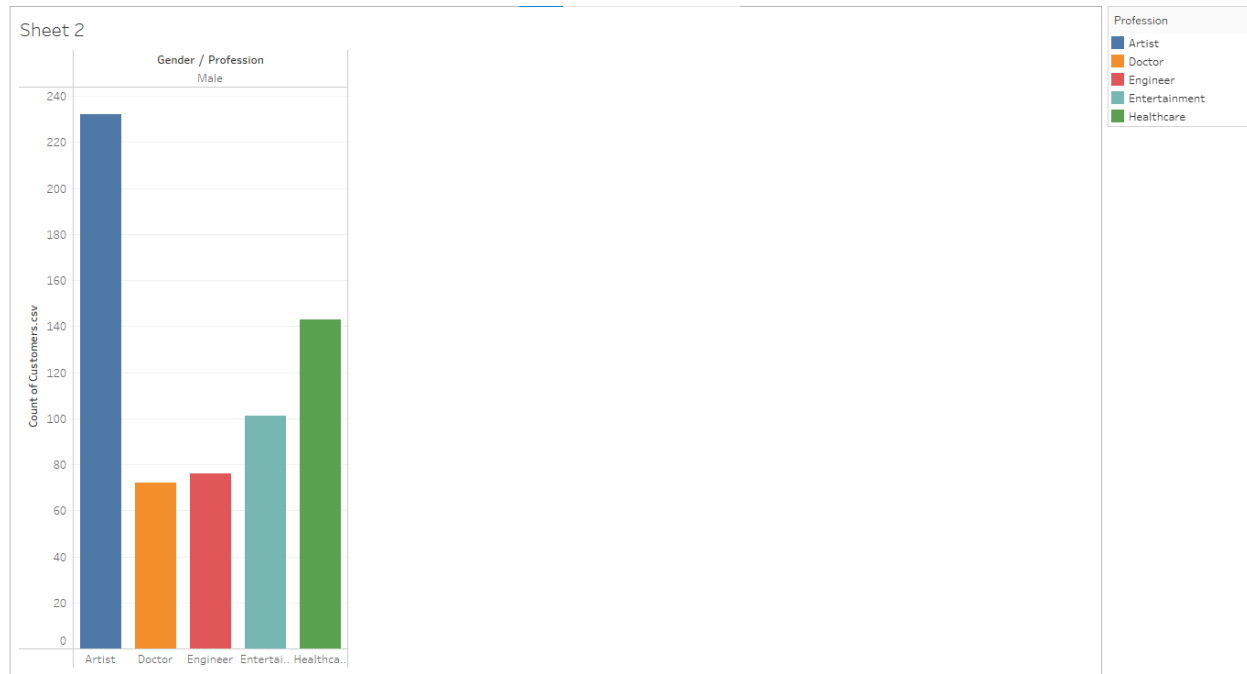
Data Analysis: Visualizations:



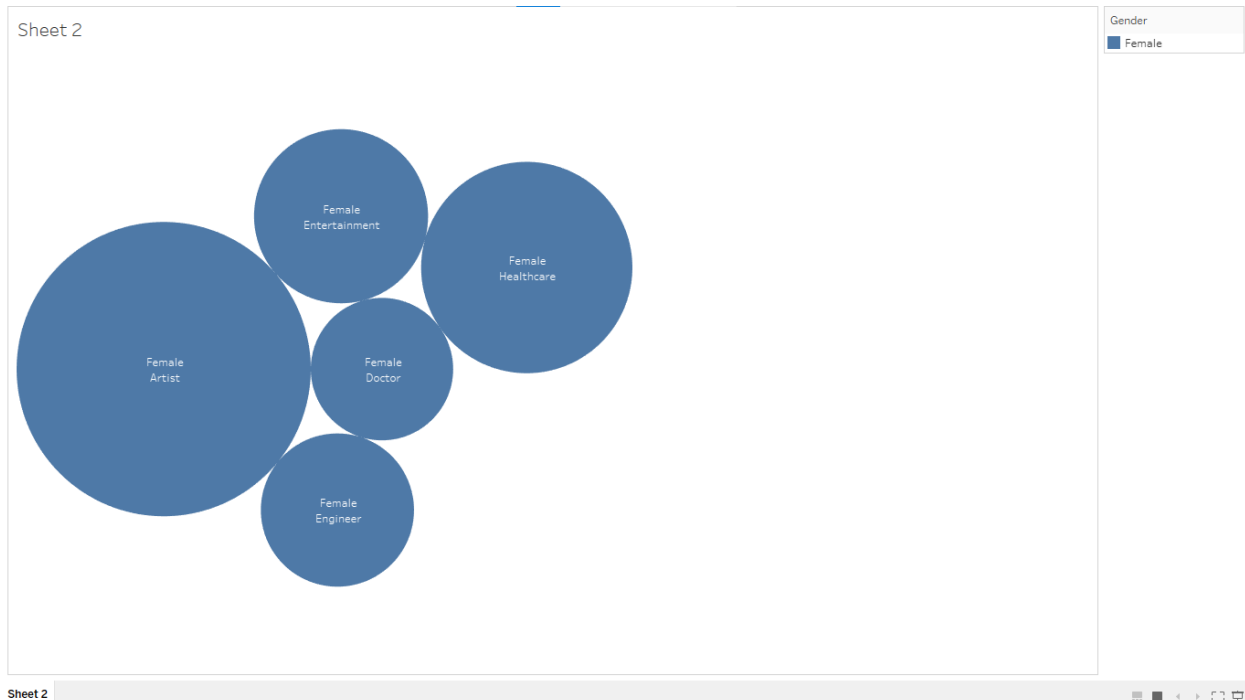
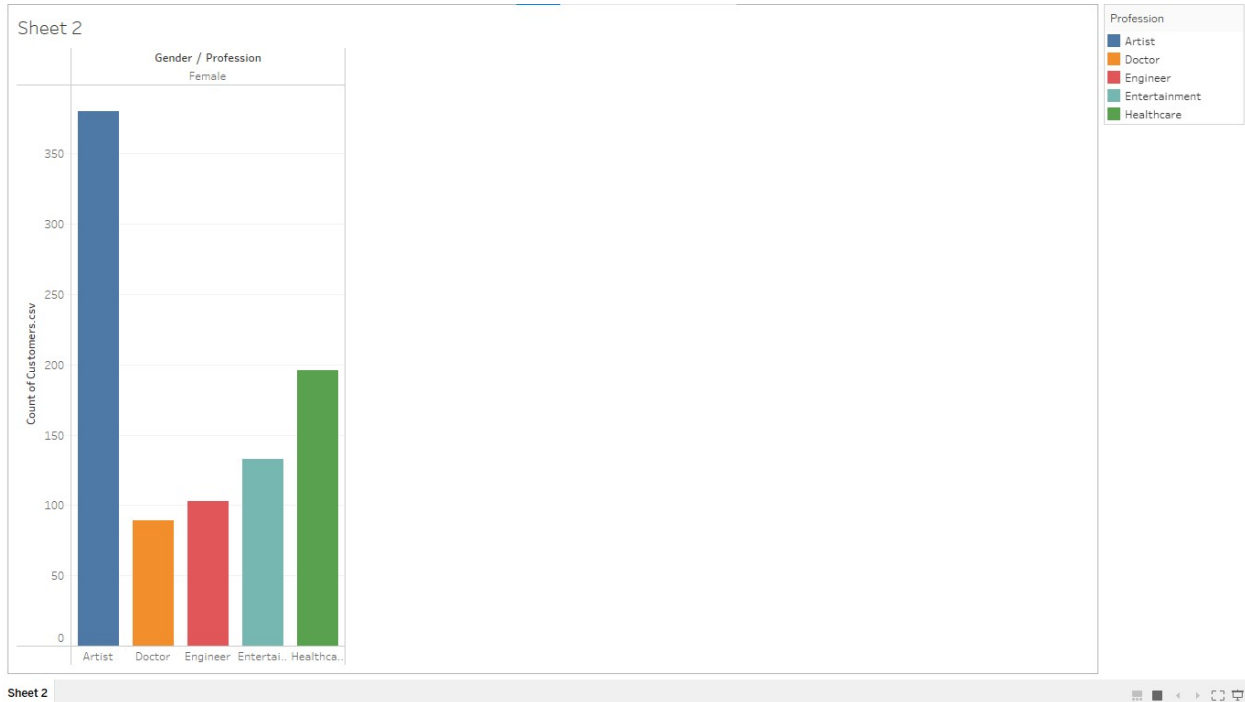
➔ The above image describes the total no. of males and total no. of females in the data. So we can say that female customers are more in the data.



➔ The above image describes the ratio of genders in professions. The Artist female customers are more in number in given data and most of the customers are artists.



➔ The above image describes about top 5 male professions. First artist, second Health care and followed so on as we can see through above image.



➔ The above image describes top 5 female professions. Same as male ratios.



The above image describes the top 5 customer Id's who are earning more Annual Income.

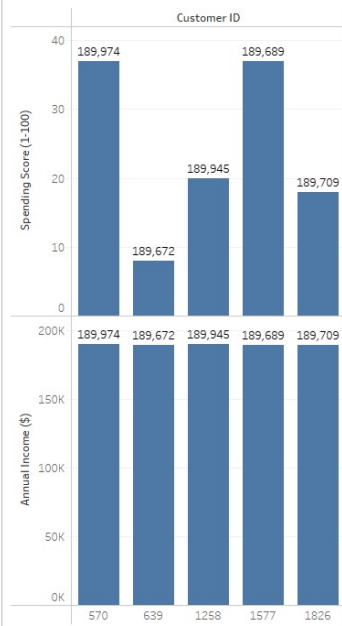
Label order:

Gender

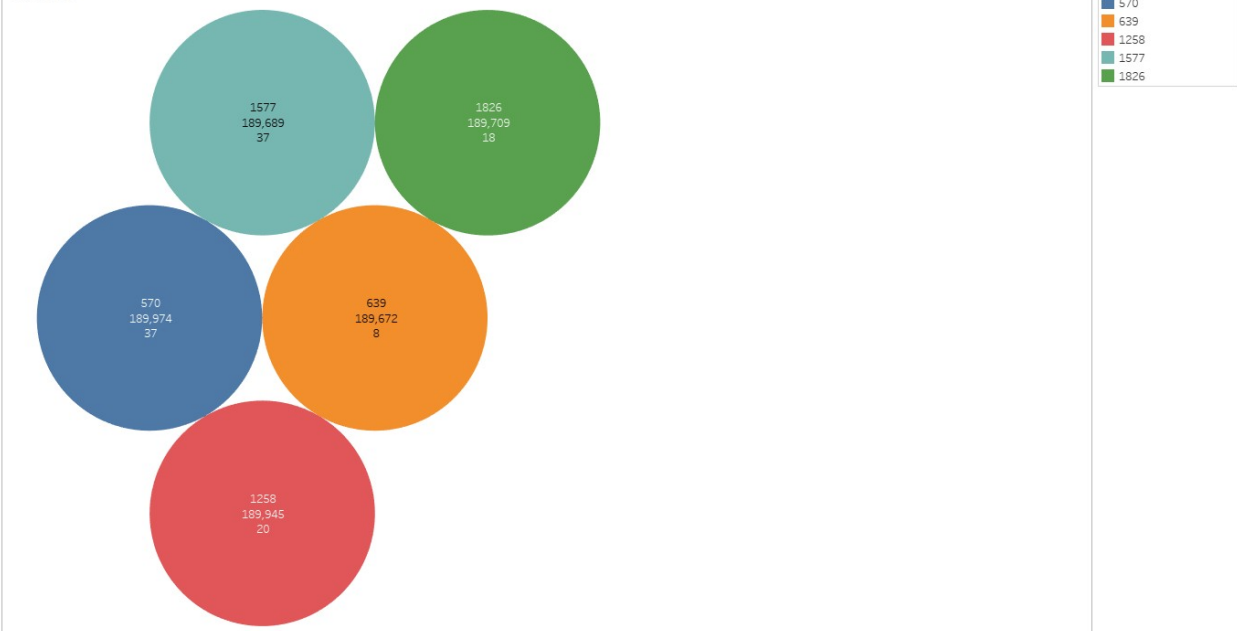
ID

Annual salary

Sheet 2

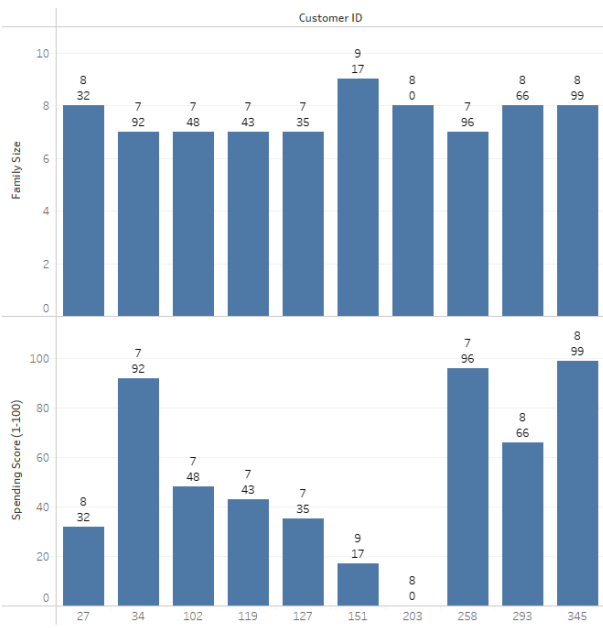


Sheet 2



Bar graph and Bubble plot graph: The above image describes top 5 customers earning more annual salary and their Spending scores.

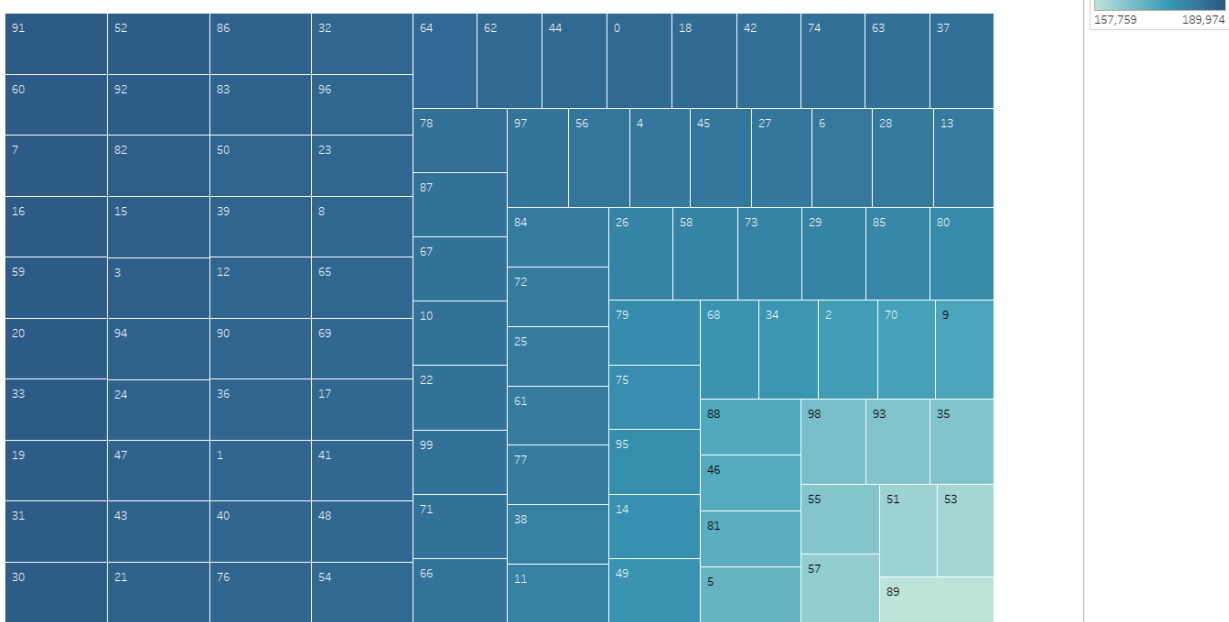
Sheet 2



Sheet 2

➔ The above image says about top 10 customers who has more family size and their spending score.

Sheet 2



Sheet 2

Tree maps : The above image describes that 91 age has high salary next 52 has next highest salary so which says age and salary doesn't matter and experience aswell.

Link of datasets:

<https://www.kaggle.com/datasets/datascientistanna/customers-dataset>

Learning Outcomes:

- ➔ Learned how data looks like.
- ➔ Leaned new graphs in Tableau like bar, packed bubbles etc...
- ➔ Removing Duplicated data rows.
- ➔ How to use tableau for better data visualizations

Conclusions:

In my usage tableau has lot of hidden features and it is a good for better visualization. Coming to dataset which is small one and took some visualization like comparing salaries and ages etc.