**Customer Personality Analysis**

**Step 1: Missing Data Handling**

Total Row: 2240

Total Missing Value: 24

% Missing Values: 1.07%

(As missing value number count is very less, we will remove these rows)

If the missing value count is large, we will use imputation or quartile method to fill the missing values

**Step 2: Duplicate Data**

No duplicate data found

**Step 3: Data Inconsistencies**

We have found multiple entries in Marital Status, we have changes to the types

Absurd, Yolo to Single

Together to Married

So now we have 4 unique entries (Single, Married, Divorce, Widow)

**Step 4: Changed Date Types**

Date is in general type, it has changed to date type (“dd-mm-yyyy”)