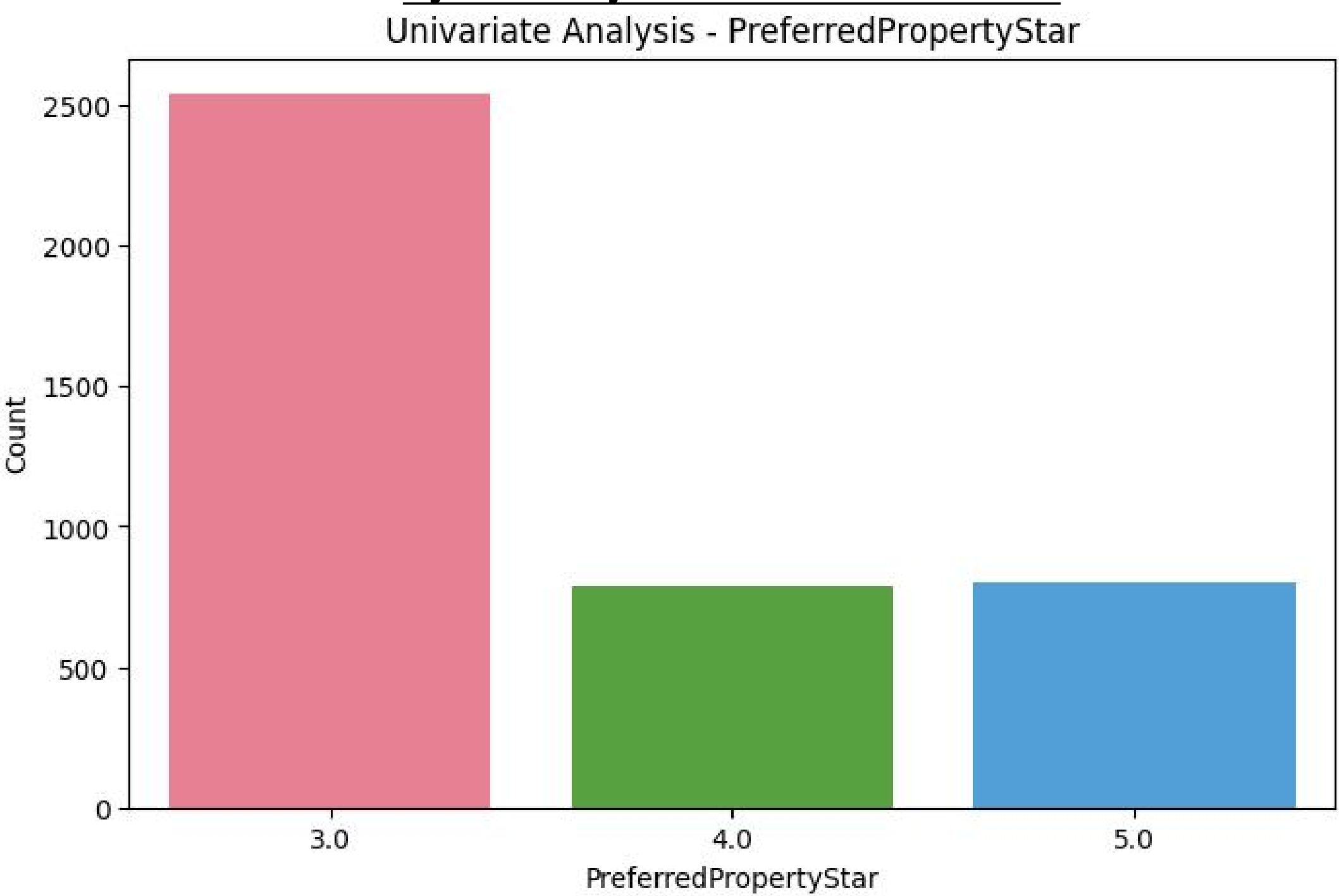
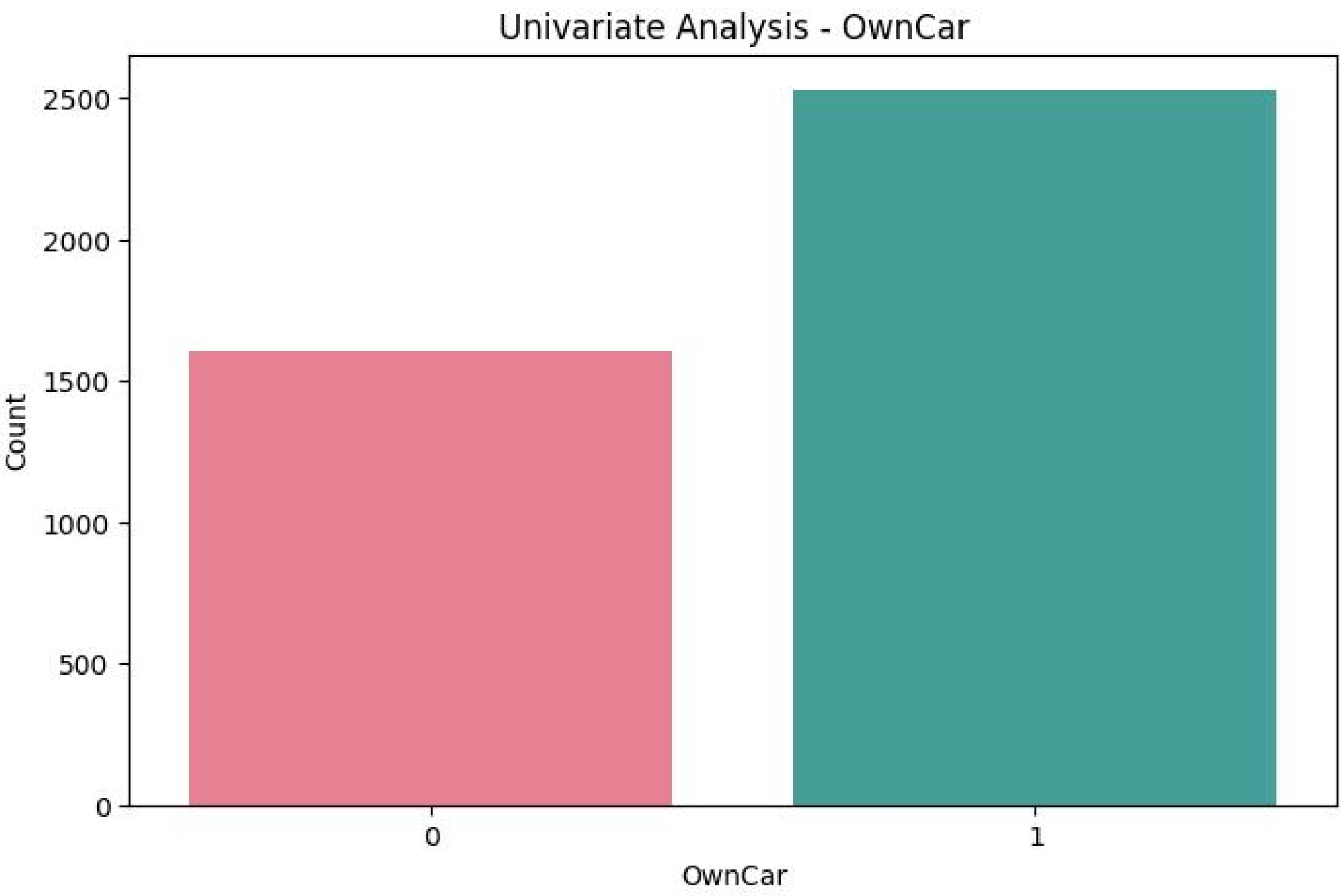
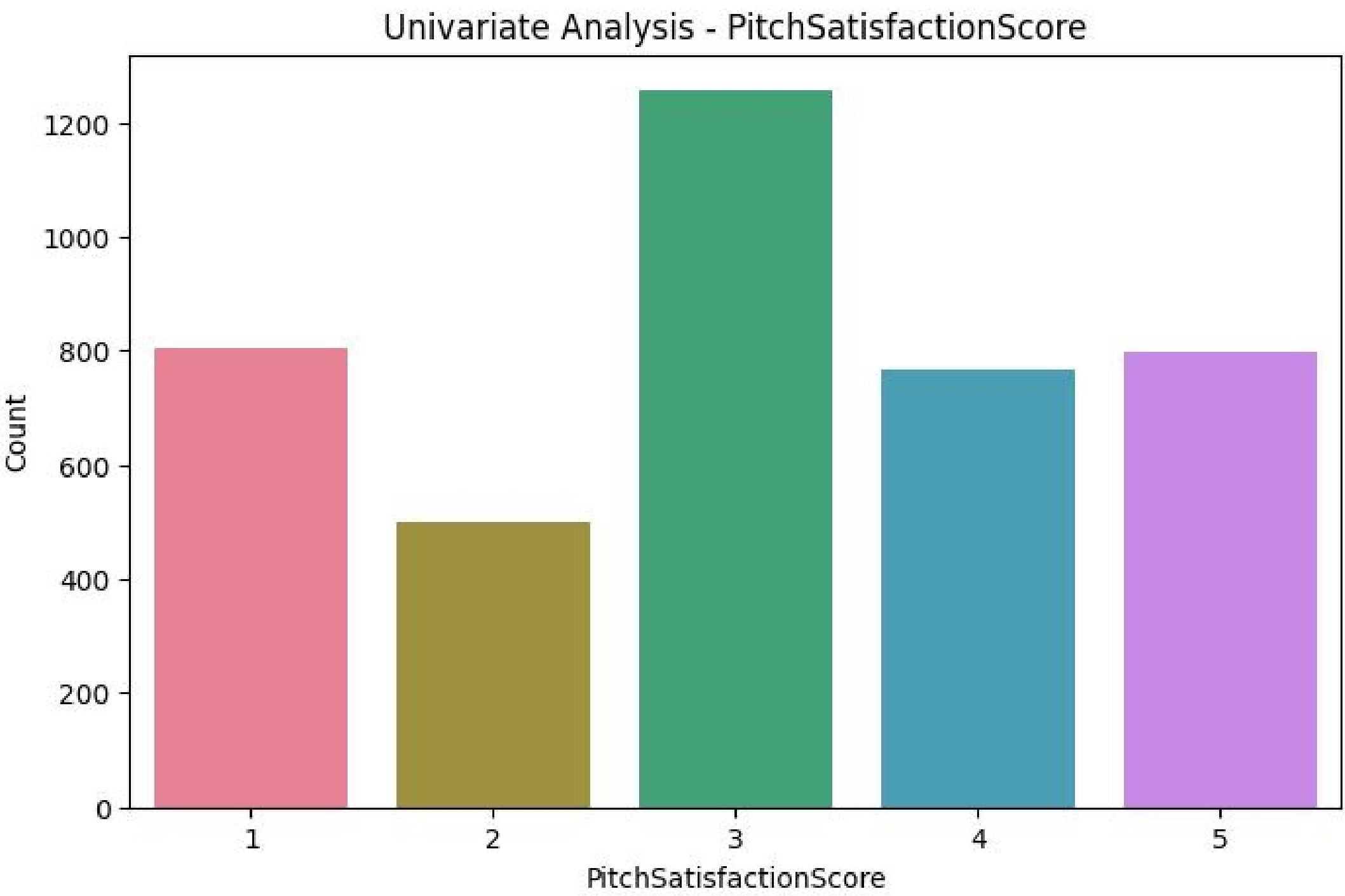
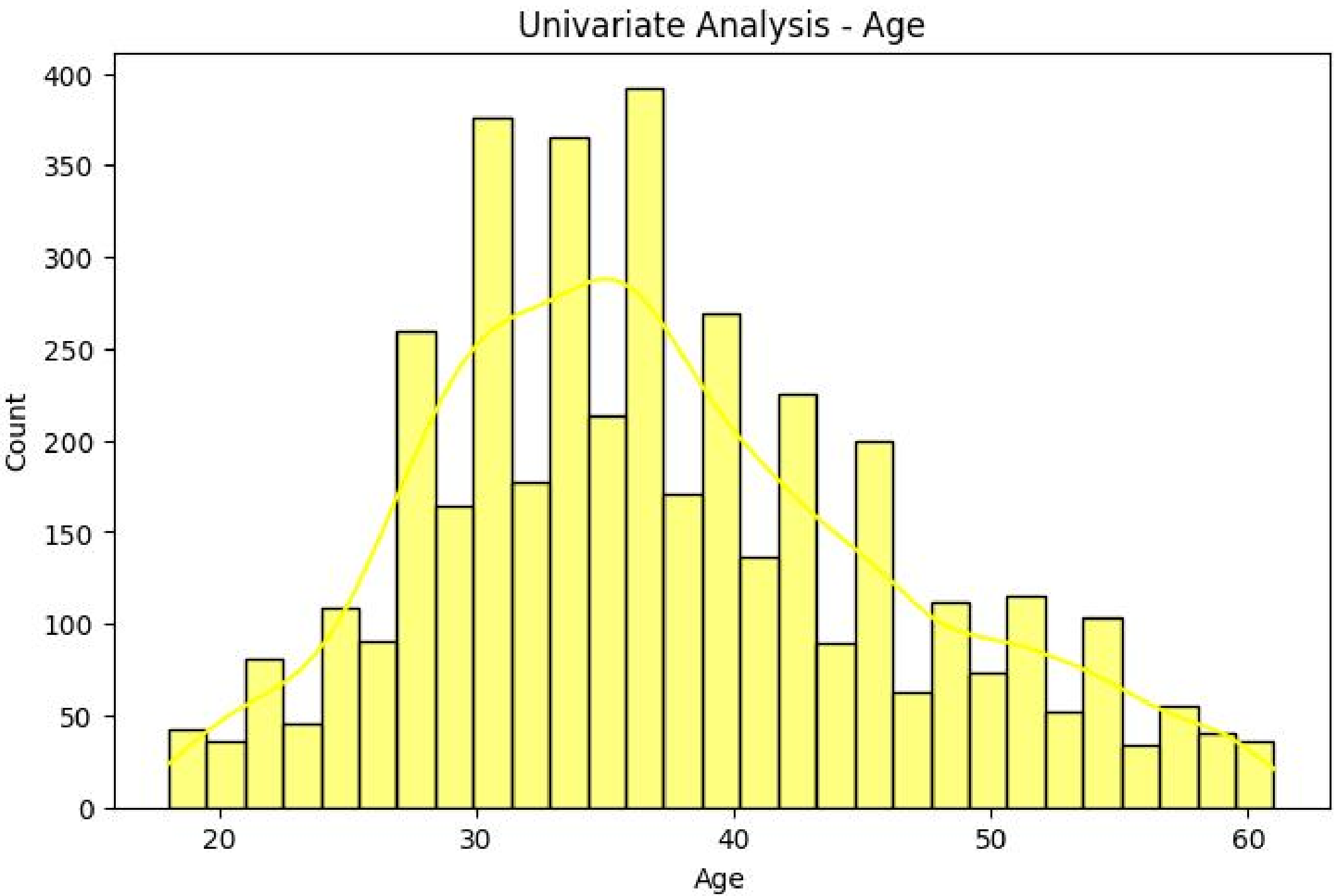
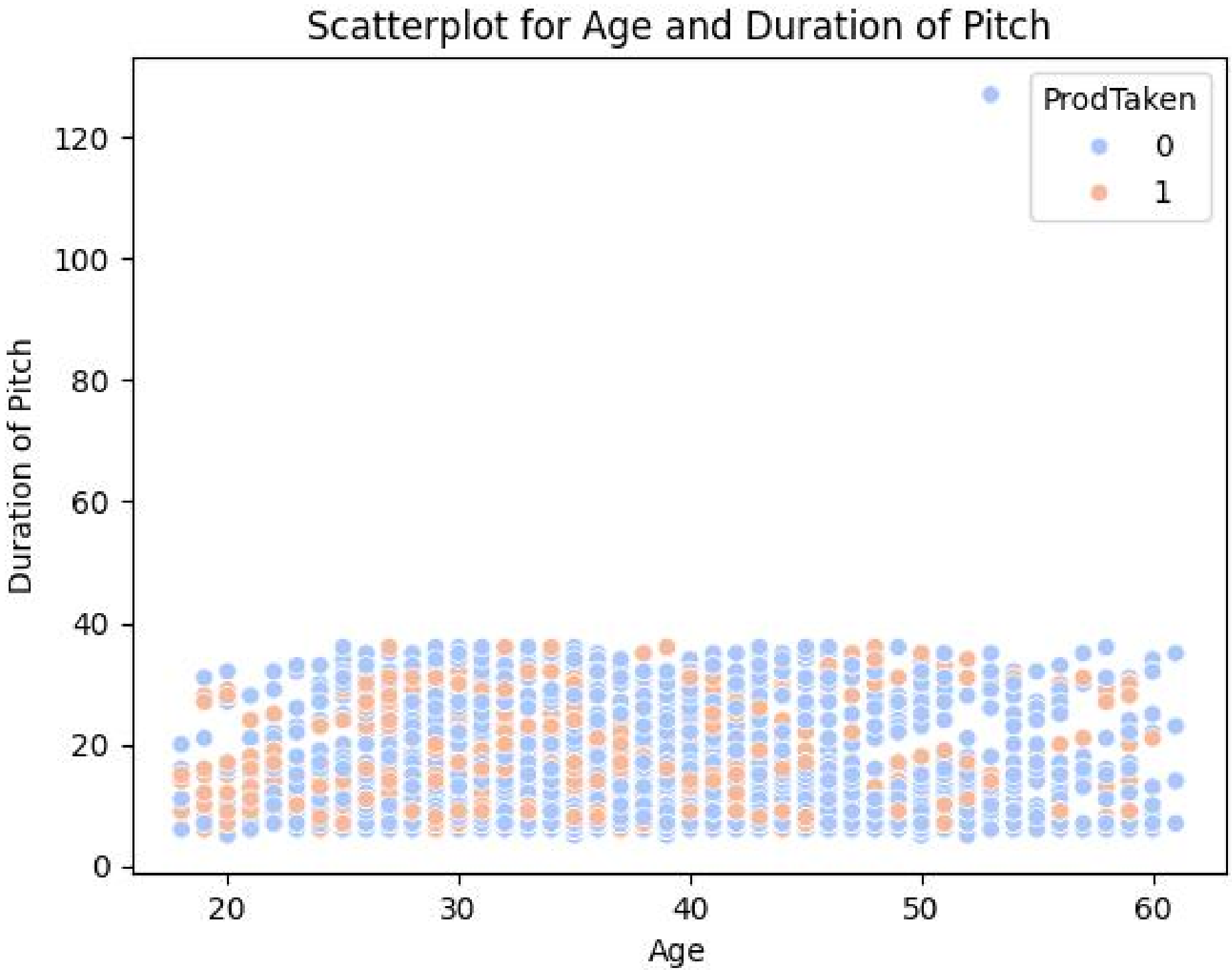
Python Project - EDA of Travel Data

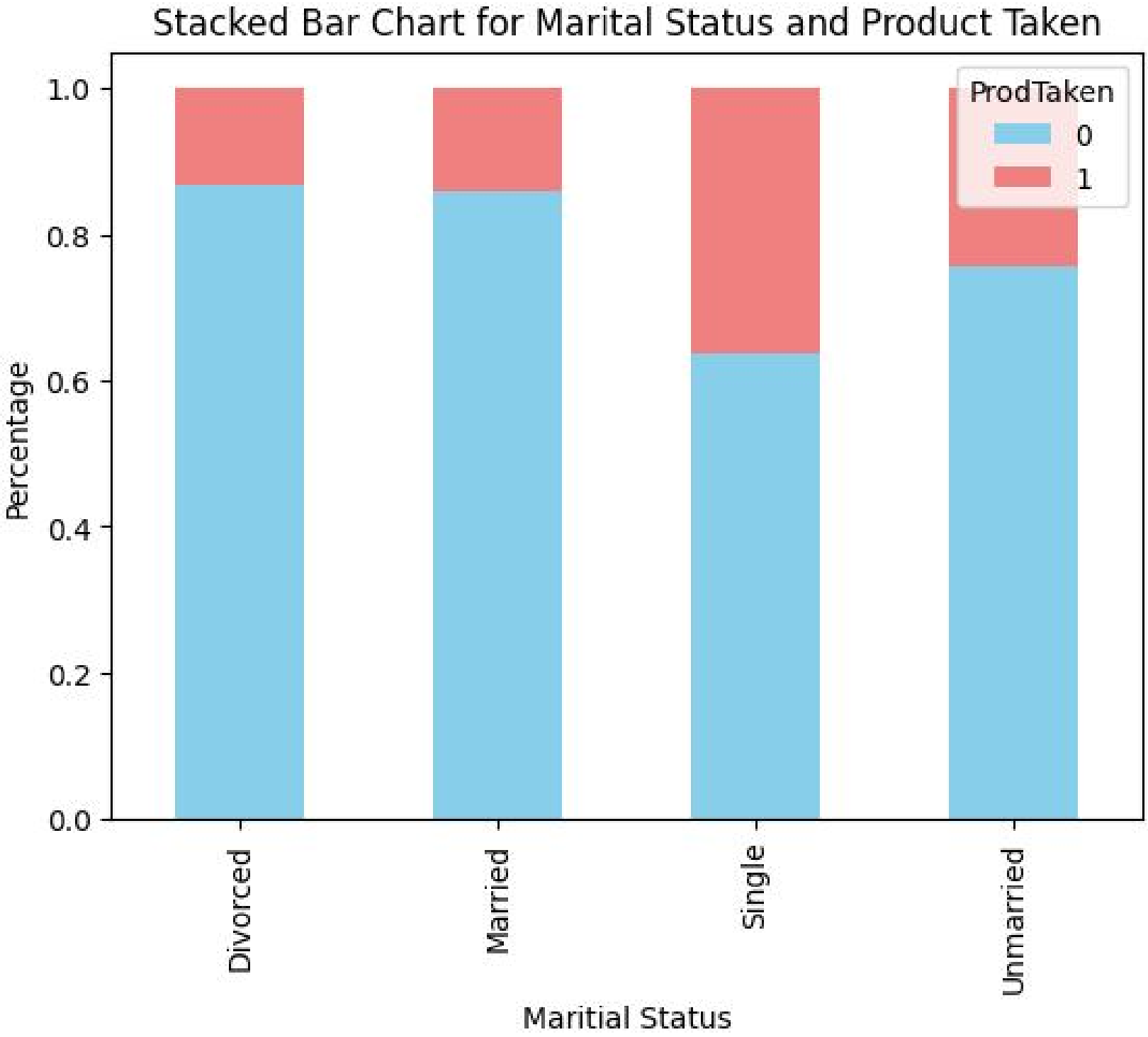


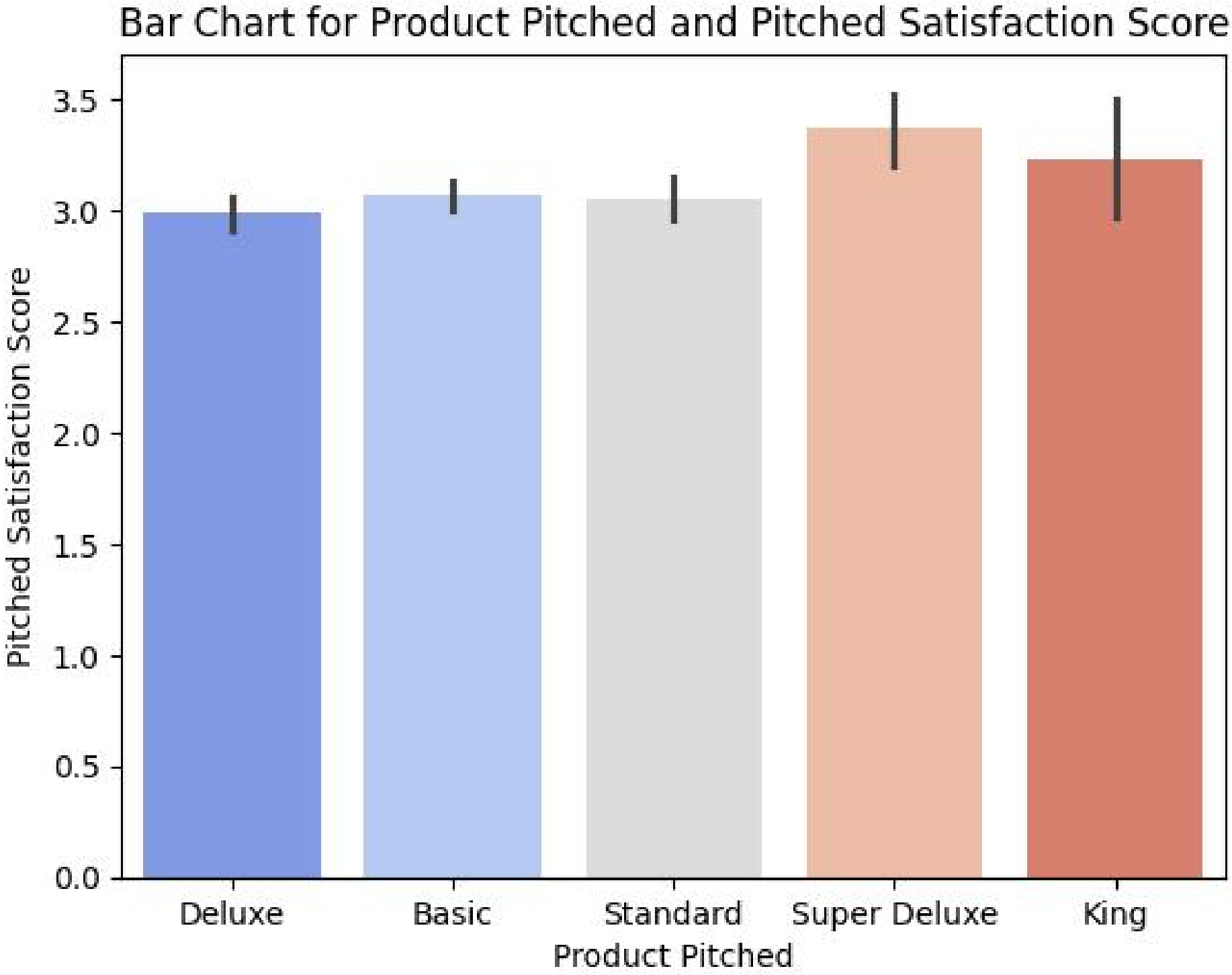

Univariate Analysis - OwnCar
2500
2000
1500
1000
500
0
Count
0
1
OwnCar

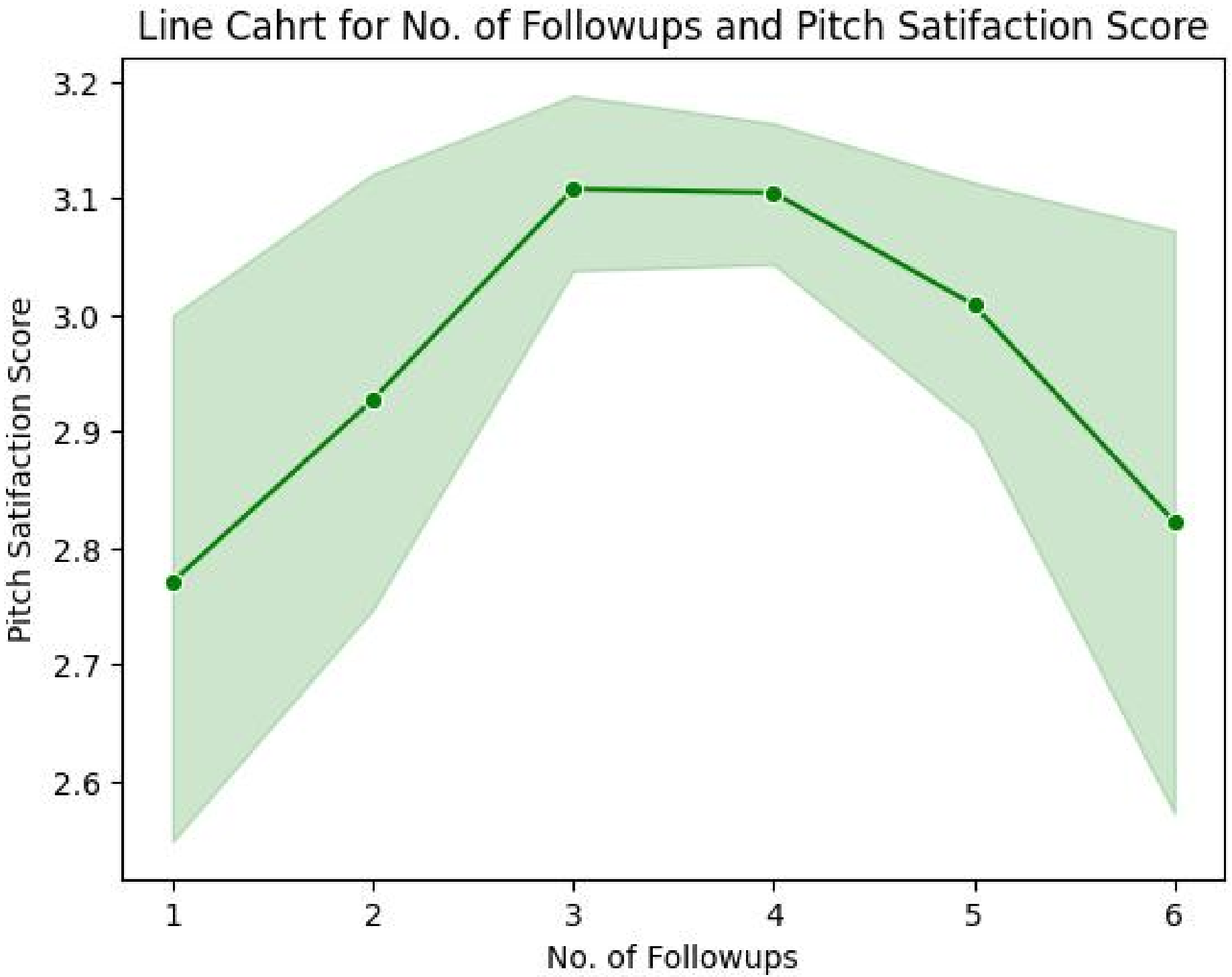

Univariate Analysis - PitchSatisfactionScore
Count
0
200
400
600
800
1000
1200
1
2
3
4
5
PitchSatisfactionScore

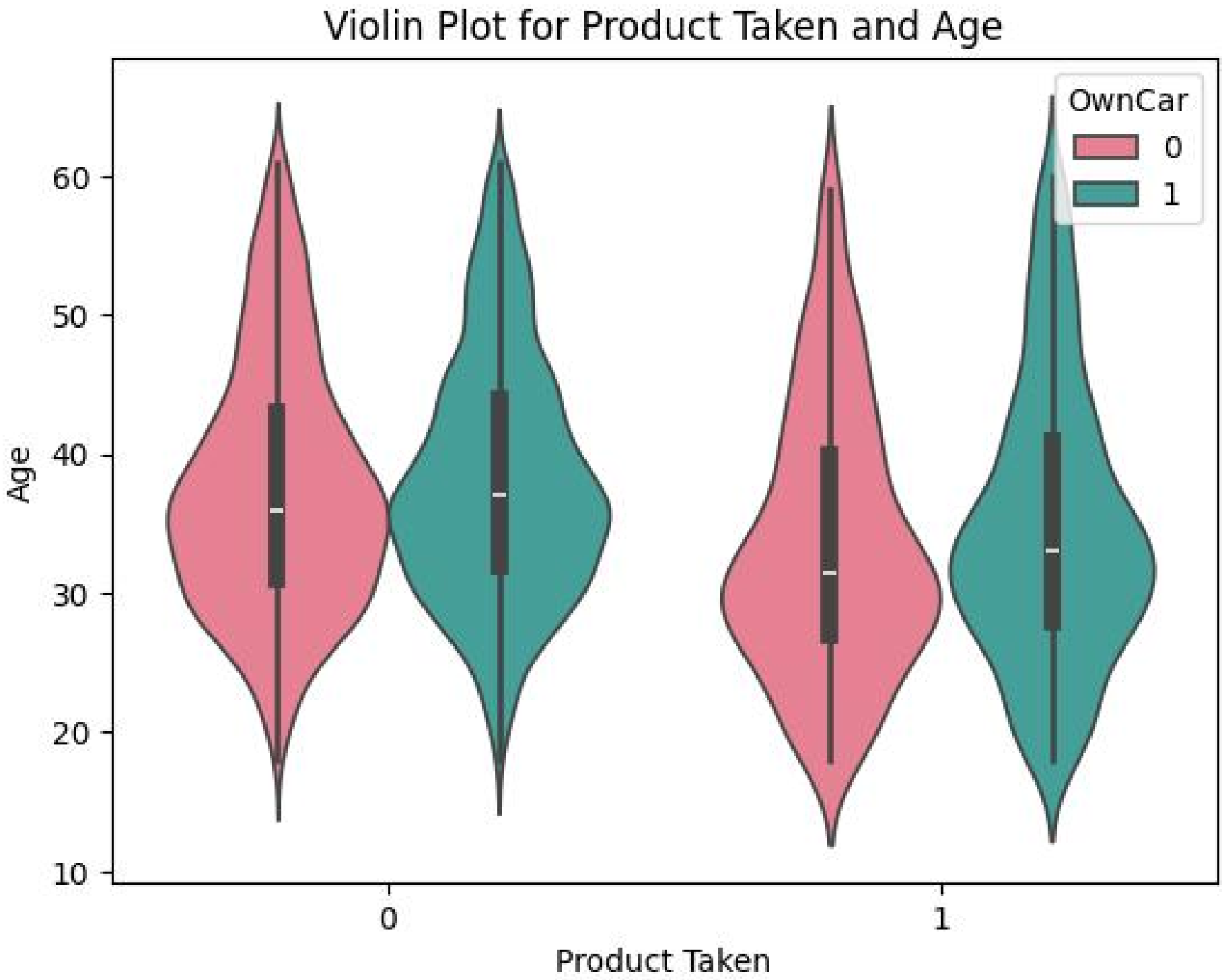

Univariate Analysis - Age
Count
Age
0
50
100
150
200
250
300
350
400
20
30
40
50
60

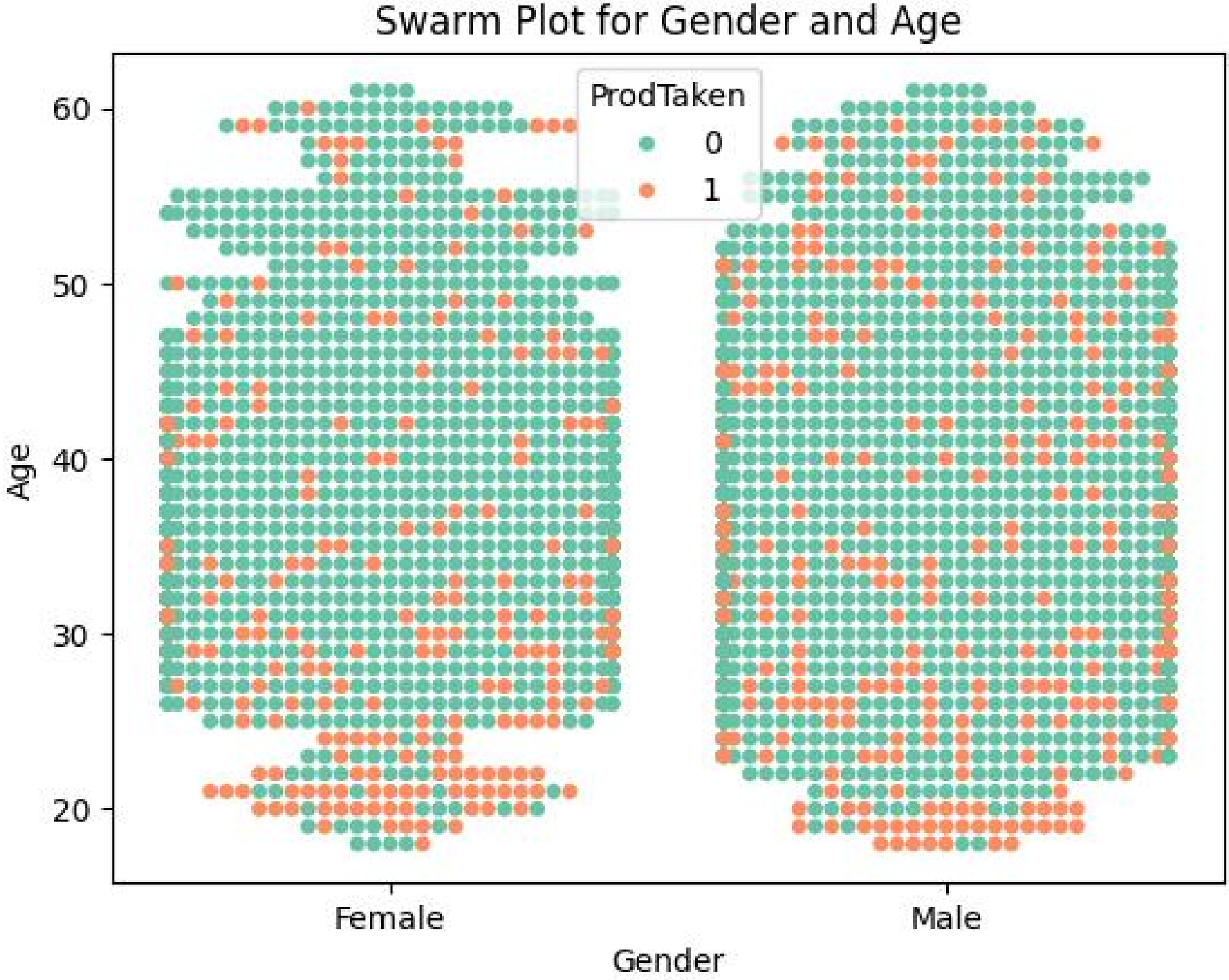

Scatterplot for Age and Duration of Pitch
ProdTaken
0
1
Duration of Pitch
120
100
80
60
40
20
0
20
30
40
50
60
Age

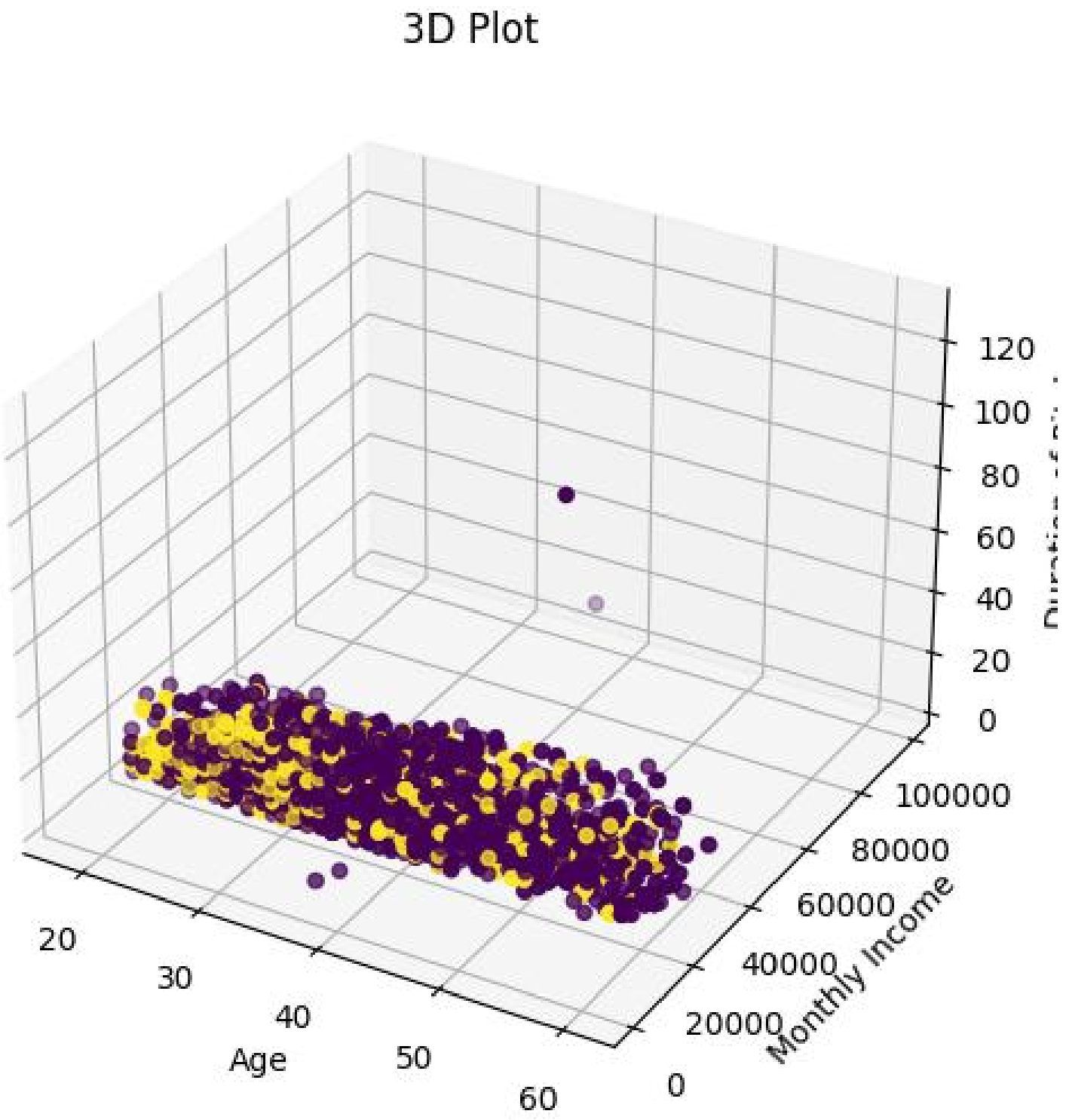

Stacked Bar Chart for Marital Status and Product Taken
ProdTaken
0
1
Percentage
1.0
0.8
0.6
0.4
0.2
0.0
Divorced
Married
Single
Unmarried
Maritial Status

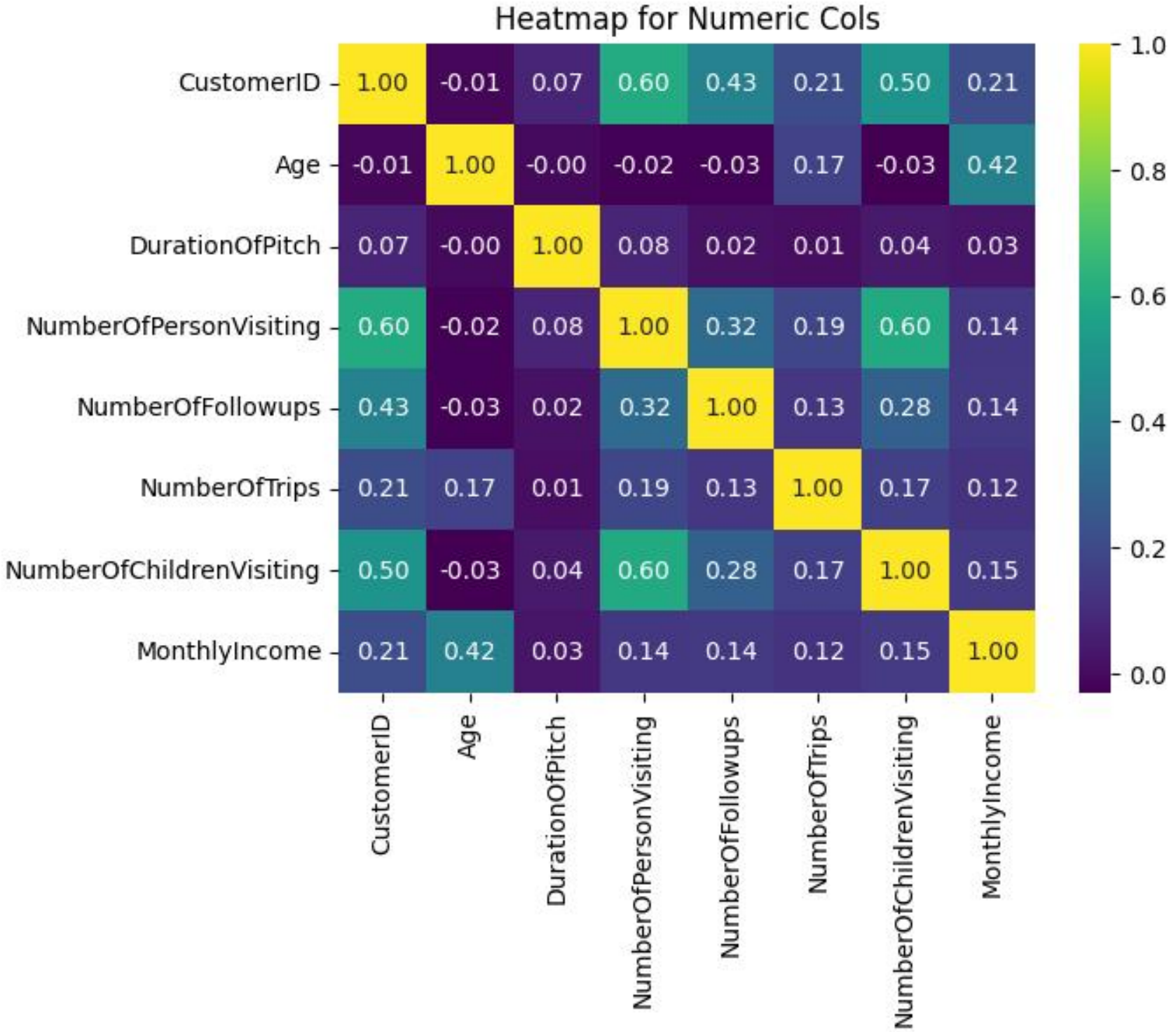

Bar Chart for Product Pitched and Pitched Satisfaction Score
Pitched Satisfaction Score
3.5
3.0
2.5
2.0
1.5
1.0
0.5
0.0
Deluxe
Basic
Standard
Super Deluxe
King
Product Pitched


Line Cahrt for No. of Followups and Pitch Satifaction Score
Pitch Satifaction Score
3.2
3.1
3.0
2.9
2.8
2.7
2.6
1
2
3
4
5
6
No. of Followups


Violin Plot for Product Taken and Age
OwnCar
0
1
Age
60
50
40
30
20
10
0
1
Product Taken


Swarm Plot for Gender and Age
ProdTaken
0
1
60
50
40
30
20
Age
Female
Male
Gender


3D Plot
120
100
80
60
40
20
0
100000
80000
60000
40000
20000
0
Monthly Income
20
30
40
50
60
Age


Heatmap for Numeric Cols
CustomerID 1.00 -0.01 0.07 0.60 0.43 0.21 0.50 0.21
Age -0.01 1.00 -0.00 -0.02 -0.03 0.17 -0.03 0.42
DurationOfPitch 0.07 -0.00 1.00 0.08 0.02 0.01 0.04 0.03
NumberOfPersonVisiting 0.60 -0.02 0.08 1.00 0.32 0.19 0.60 0.14
NumberOfFollowups 0.43 -0.03 0.02 0.32 1.00 0.13 0.28 0.14
NumberOfTrips 0.21 0.17 0.01 0.19 0.13 1.00 0.17 0.12
NumberOfChildrenVisiting 0.50 -0.03 0.04 0.60 0.28 0.17 1.00 0.15
MonthlyIncome 0.21 0.42 0.03 0.14 0.14 0.12 0.15 1.00
CustomerID
Age
DurationOfPitch
NumberOfPersonVisiting
NumberOfFollowups
NumberOfTrips
NumberOfChildrenVisiting
MonthlyIncome
1.0
0.8
0.6
0.4
0.2
0.0