**PROJECT TITLE**: Consumer Behaviour And Shopping Habits Analysis

**PROBLEM DEFINITION**: Project aims to analyse several key aspects of consumer data to understand how people shop, what they buy, and why?. It includes demographic analysis, product preference and purchase behaviour of customers, Promotion Effectiveness, Customer Engagement  
and Market Basket Analysis & use these analyses to segment customers, predict future behaviour, and make data-driven business decisions.

**DATASET LINK:** [**https://www.kaggle.com/datasets/zeesolver/consumer-behavior-and-shopping-habits-dataset/data**](https://www.kaggle.com/datasets/zeesolver/consumer-behavior-and-shopping-habits-dataset/data)