

OBJECTIVE

To contribute to the success of a business by utilizing data analysis techniques, specifically focusing on Performed exploratory data analysis, to provide valuable insights.

Project Learnings

Performed data cleaning and manipulation

Performed exploratory data analysis (EDA) using pandas, matplotlib and seaborn libraries

Improved customer experience by identifying potential customers across different states, occupation, gender and age groups

Improved sales by identifying most selling product categories and products, which can help to plan inventory and hence meet the demands