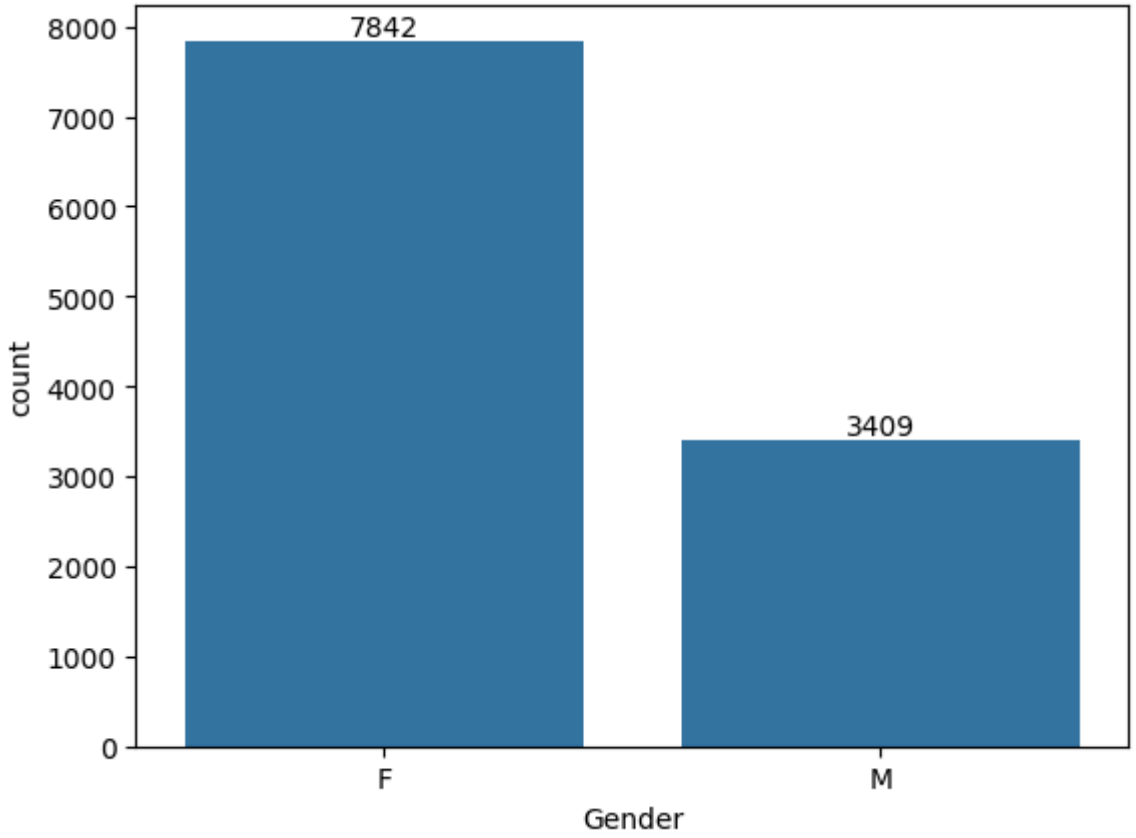
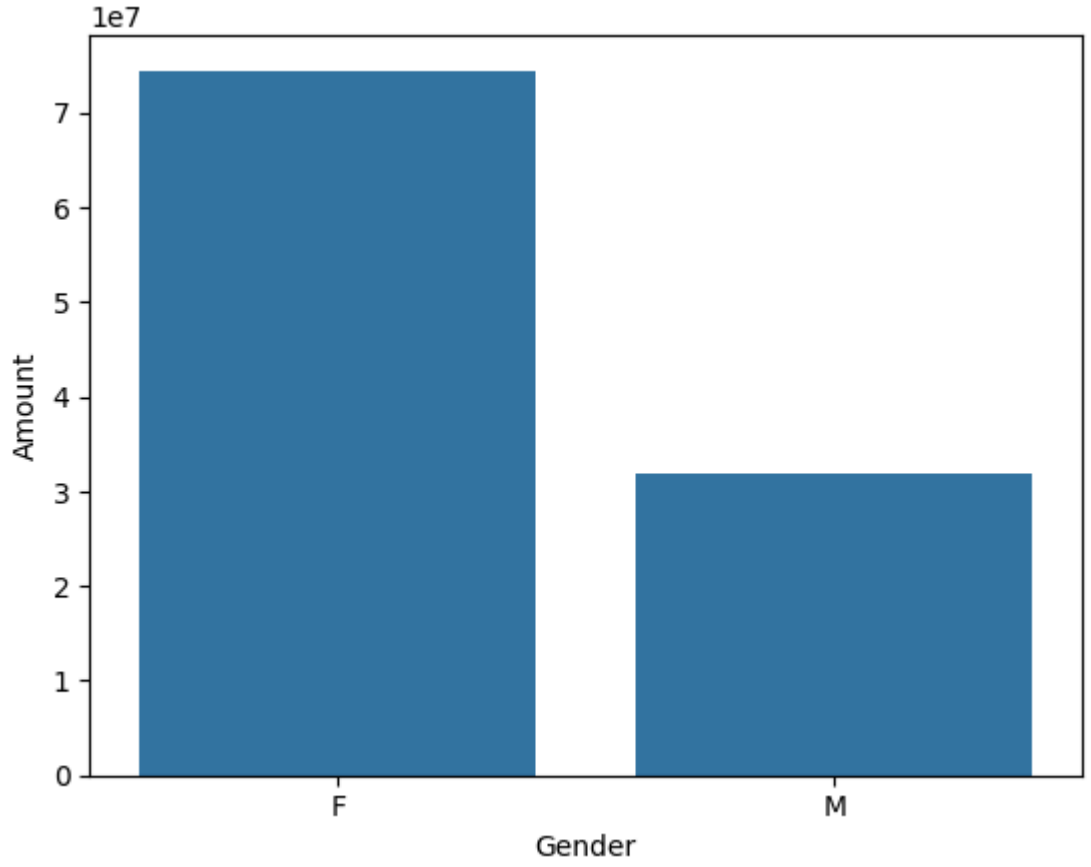
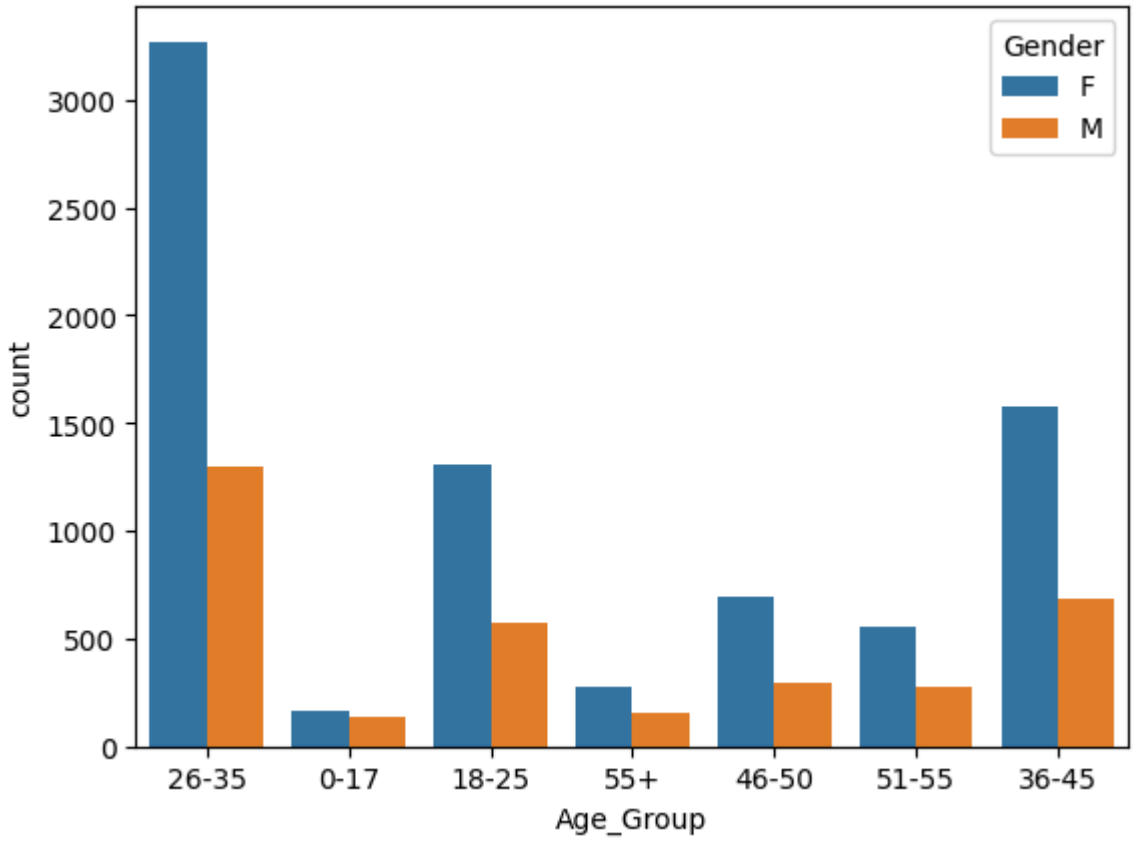
Visualization

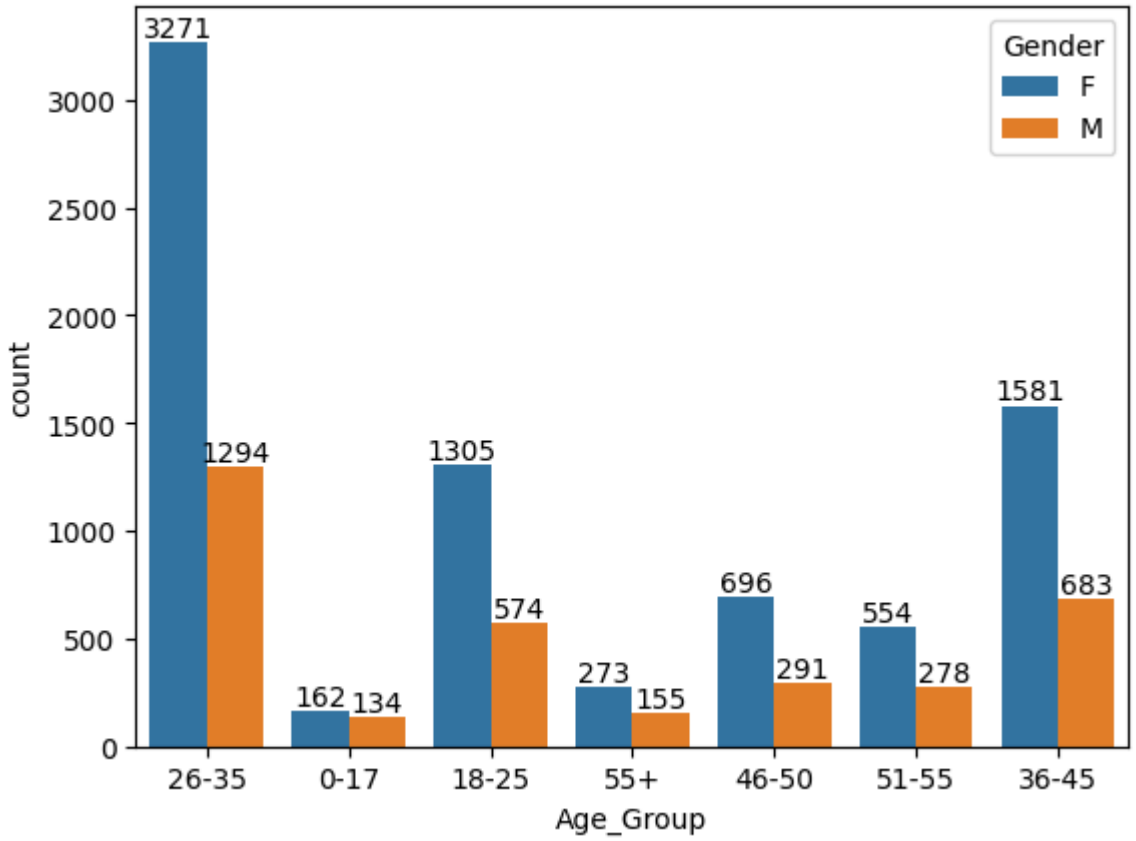


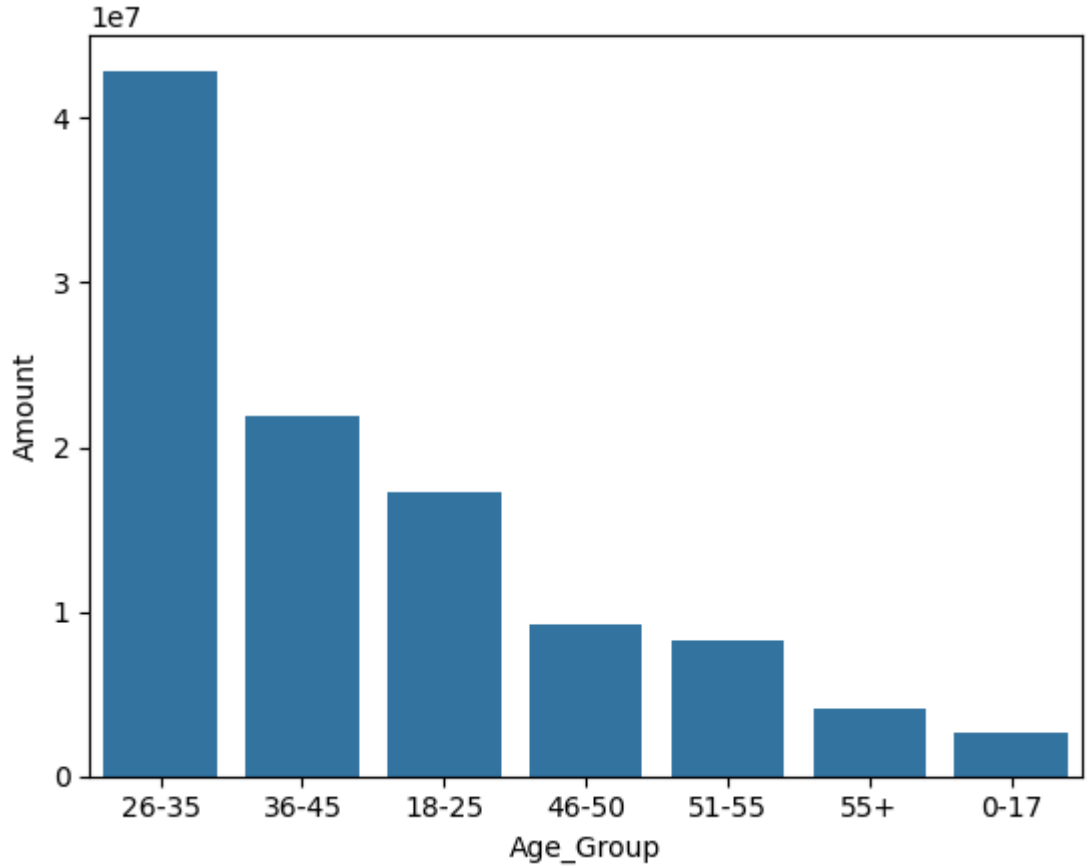


Females are more in number in terms of total count and amount generated than males as a customer so females are the main purchasing customers and they should be targeted more as a customer to increase the sales.



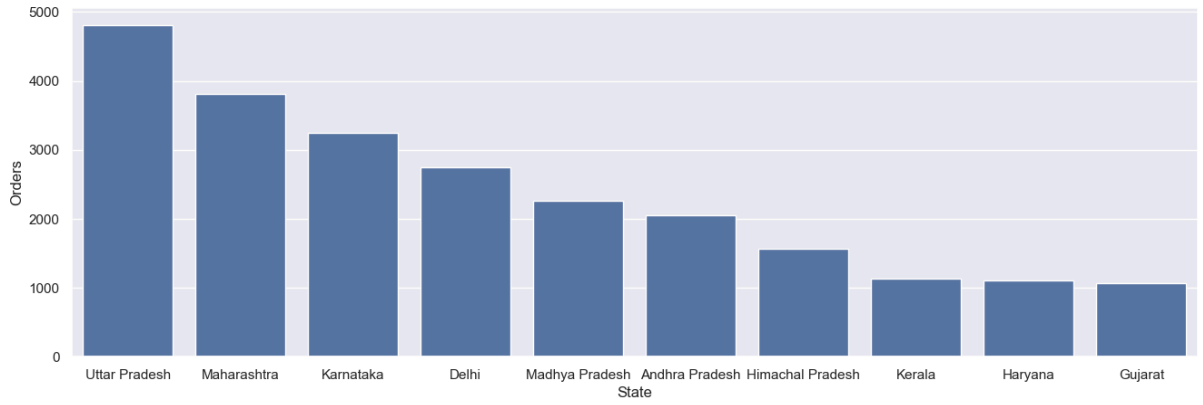
After adding the for loop



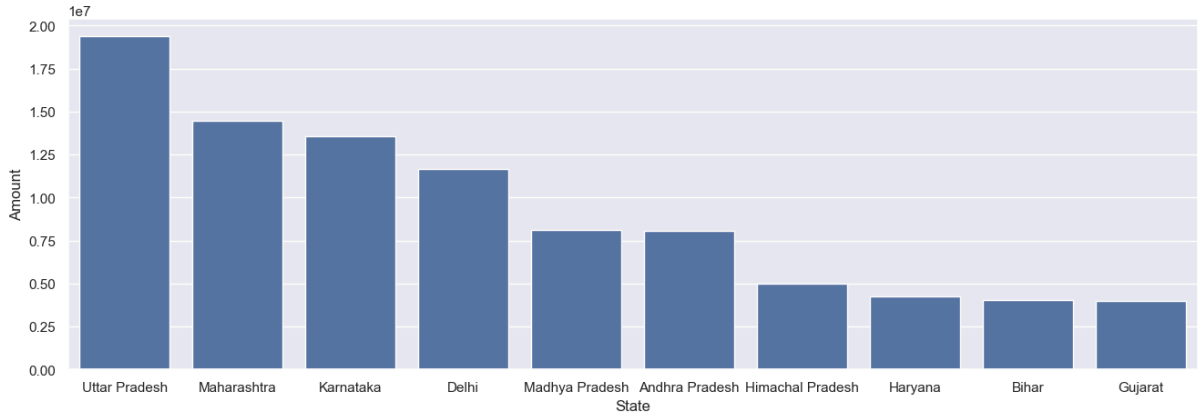


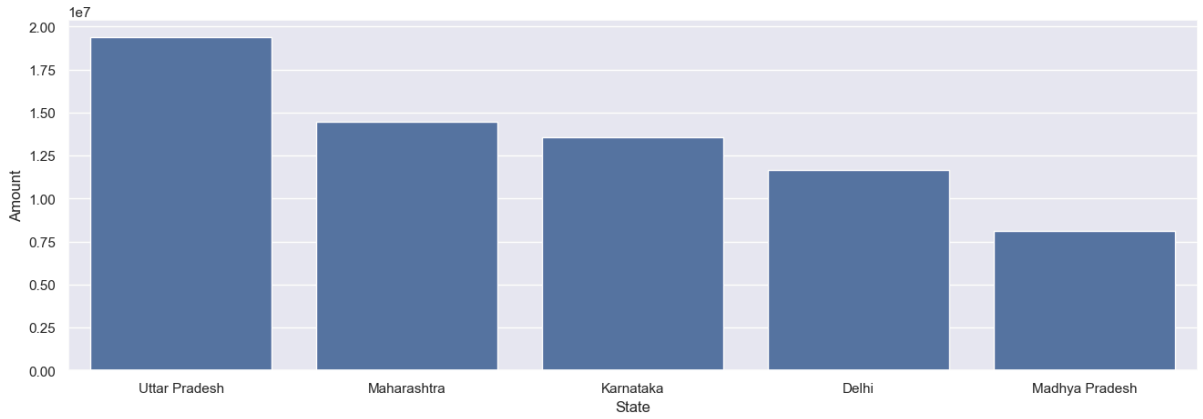
26-35 years age group females are the most targeted customers that should be chosen according to pareto's rule.

State:



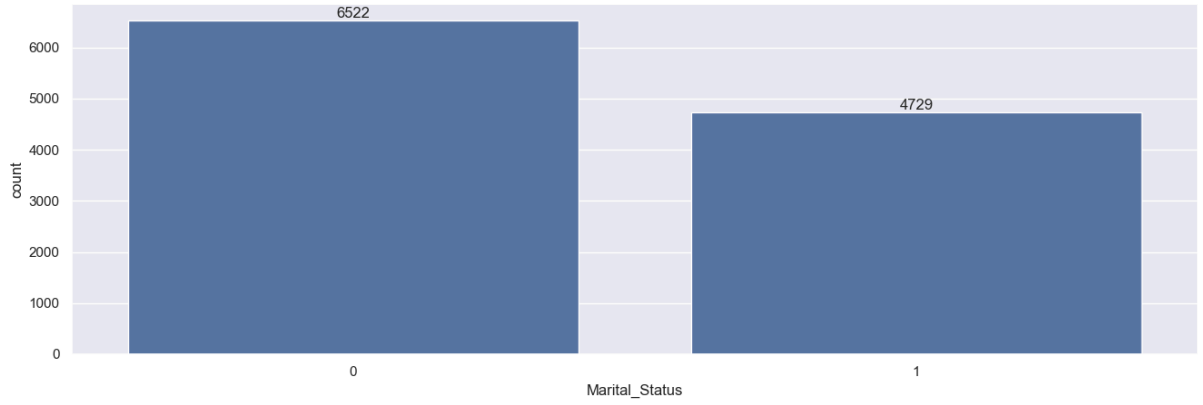
Order wise



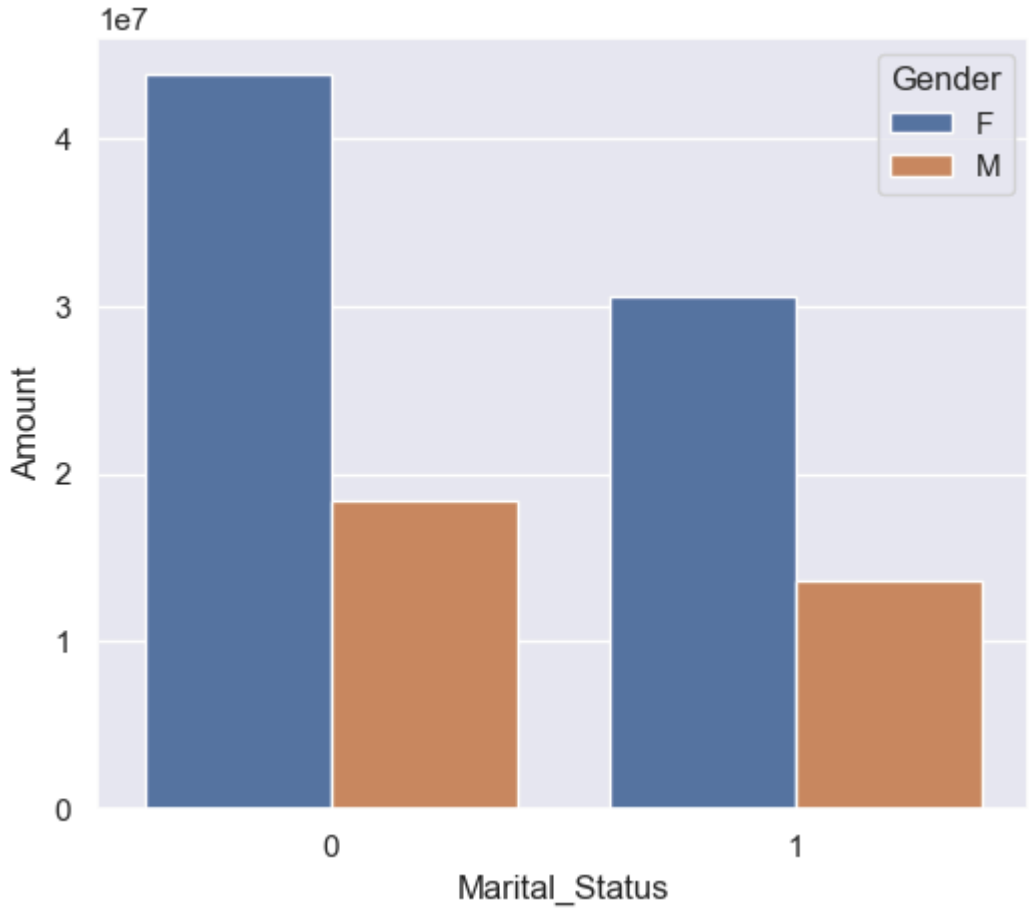


Order wise and Amount wise, UP, Maharashtra, Karnataka, Delhi, and Madhya Pradesh have the highest value.

Marital_Status

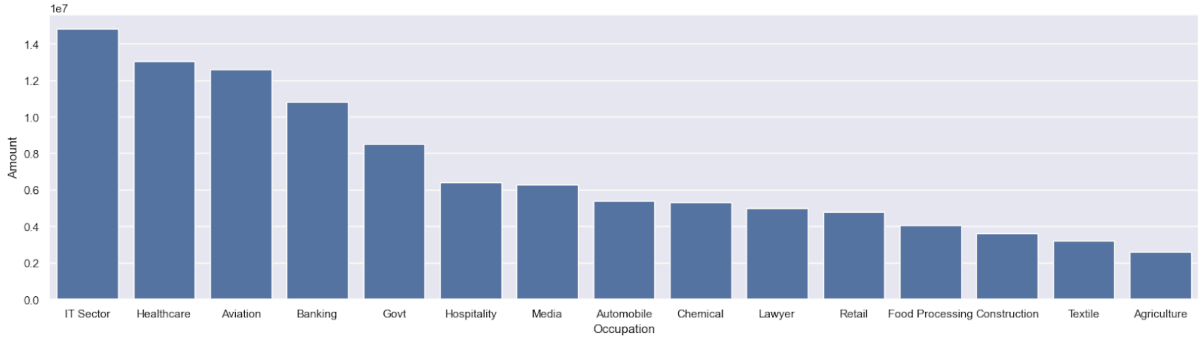


0 = Married, 1 = Unmarried, Married people are more purchasers in number. So they should be targeted more.



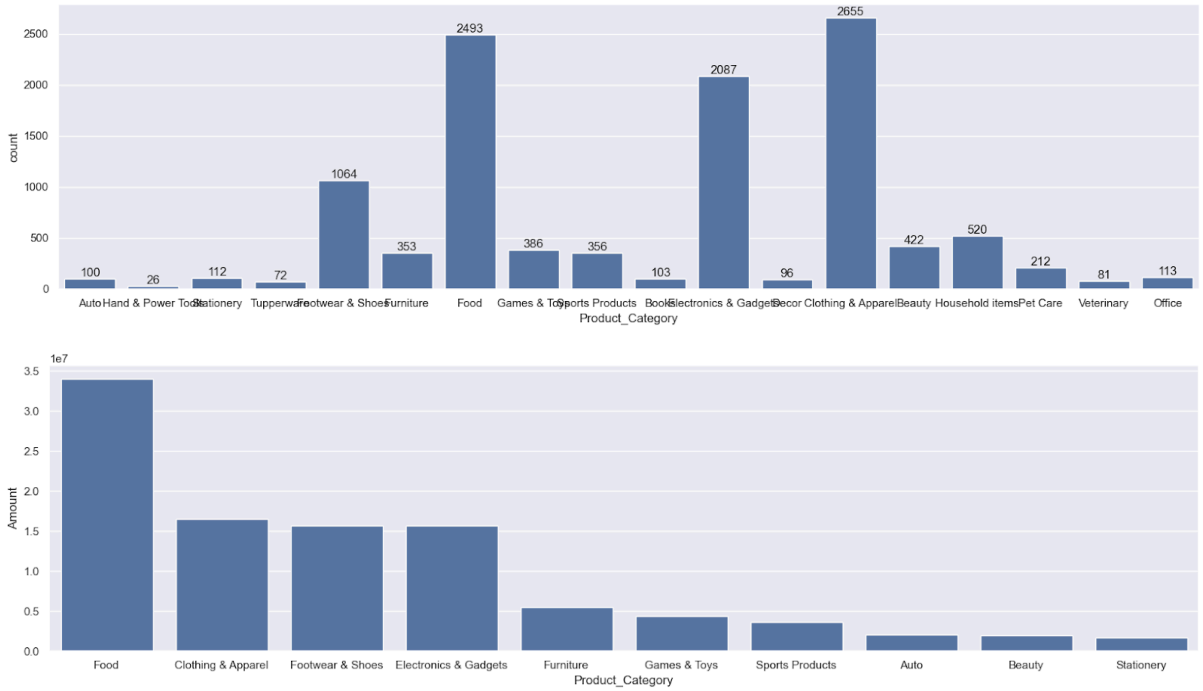
Married people are not only buying more products but also spending more, and in terms of gender, females are spending more in numbers.

Occupation



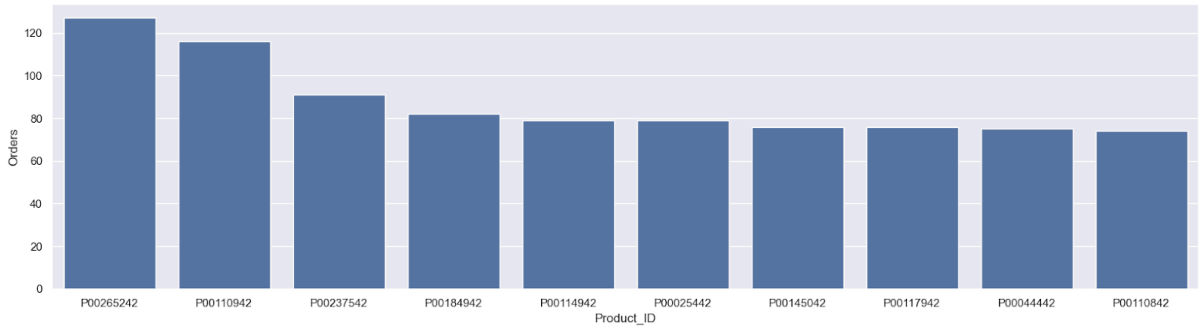
Most of the buyers as well as the amount of buying goods coming from IT Sector, Healthcare, Aviation are most in number in terms of occupation category.

Product Category



Food, clothing and electronics are the top products that are sold most. So these categories should be focused more.

Product ID



Overall, married women in the age group 26 - 35 yrs from UP, Maharashtra, and Karnataka working in IT, Healthcare, and Aviation are more likely to buy products from food, clothing and electronic categories. From this, targeted products, advertise, campaign.