

Diving into the customer feedback dataset to gain insights into what drives customer satisfaction and repeat purchases.

Analysis Steps:

How we can group customers by age : Binning

Visualize after this step : bar plot

Handling categorical variables such as "Gender", " Repeat Purchase" : One hot encoding etc

Exploring relationships between these variables. : Covariance matrix

Visualize using heatmap

Association between " Gender" & " RepeatPurchase"

Statistical tests :

bar plot

Product rating for repeat purchases

T test: Product rating

We'll state our hypotheses, calculate the test statistic p value and interpret it

Visualize using box plot