OUTLIER DETECTION AND DATA CORRECTION

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In this analysis, I aimed to gain insights into our clients' characteristics and behaviors to better understand their preferences and needs. I began by importing the data into a pandas DataFrame, which allowed me to manipulate and analyze it efficiently. Our dataset comprised various attributes such as country, age, gender, and various activities' time spent, providing a comprehensive view of our clients' lifestyles.

I utilized seaborn, a data visualization library, to create visualizations that helped me explore relationships and patterns within the data. For instance, I generated scatter plots to examine the relationship between time spent on indoor and outdoor sports, with gender as a differentiating factor. Additionally, I utilized pie charts to visualize the distribution of time spent among different activities.

Furthermore, I employed descriptive statistics methods like describe() to summarize numerical attributes, providing insights into the central tendency, dispersion, and shape of the data distribution. Through these analyses, I gained valuable insights into our clients' demographics, interests, and lifestyle preferences, enabling me to tailor our services and offerings to better meet their needs and expectations. This comprehensive understanding of our clients is instrumental in developing targeted strategies and enhancing overall customer satisfaction and engagement.