Business Question Analysis

* **Comparing the distribution of Gender**: Analyzed the proportion of male and female customers in the dataset to understand gender representation and potential gender-specific trends.
* **Analyzing Ever\_Married status:** Investigated the marital status of customers to identify patterns related to relationship status and potential implications for marketing strategies.
* **Investigating Age distribution:** Examined the age distribution of customers to identify age groups that are prominent among the customer base and understand age-related preferences or behaviors.
* **Exploring Professions:** Explored the variety of professions among customers to identify common occupations and potential correlations between profession and consumer behavior.
* **Comparing Work\_Experience:** Compared the distribution of work experience among customers to understand the level of professional experience and its potential influence on consumer behavior.
* **Analyzing Spending\_Score:** Analyzed the distribution of spending scores among customers to identify spending patterns and segments of high or low-spending customers.
* **Investigating Family\_Size distribution:** Examined the distribution of family sizes among customers to understand household compositions and potential implications for marketing strategies targeting families.
* **Examining Var\_1 distribution:** Explored the distribution of Var\_1 categories among customers to understand customer preferences or engagement levels with different product or service categories.
* **Comparing Graduated status:** Compared the educational background (graduated vs. non-graduated) of customers across different demographic segments to identify potential correlations between education and consumer behavior.
* **Demographic and behavioral factors**: Integrated demographic attributes (e.g., age, gender, marital status) with behavioral factors (e.g., spending score, profession) to perform comprehensive customer segmentation analysis and identify distinct customer segments based on their demographics and behaviors.