

## 1. **EDA (Exploratory Data Analysis):**

- Explore and summarize the datasets.
- Identify missing values, outliers, and inconsistencies.
- Analyze key metrics like average transaction value, customer distribution, and product popularity.

## 2. **Lookalike Analysis:**

- Analyze customer and transaction data to segment customers based on purchasing behavior.

## 3. **Clustering:**

- Perform clustering to identify groups of similar customers or products.