Data Analytics Report

Title: "Analyzing E-Commerce Customer Behavior using Pandas and Power BI" Description: This project requires you to perform a detailed data analysis on a given e-commerce customer dataset. You must clean and preprocess the data using Python (Pandas, NumPy), conduct exploratory data analysis, and visualize patterns in customer behavior using Power BI or Tableau. The final report should include key insights such as customer lifetime value (CLV), purchase frequency, churn rate, and actionable business recommendations.