**Summary:**

Three datasets namely Receipts Data, User Data and Brand Data were used for the analysis. The datasets were given as json objects which was converted to a more presentable tabular form for the analysis. This is a short summary post analysis,

1. **Data Quality:**

* The data was clumsy and requires lot of cleaning and preprocessing to infer further.
* It was consisting lot of redundant values, empty values, and wrongly formatted values.
* Information regarding the data was insufficient to decide on its requirement for the business solution.

1. **Requirements:**

* More emphasis on the problem statement which is being solved using the data.
* Methods / sources used for data collection.
* Cleaner form of representation for the collected data.

1. **Possible Analysis in future:**
   1. **Descriptive :** It involves doing statistical analysis on the historical data available. The results can be used to solve business problems like Brand analysis, Inventory management, Sales analysis, product analysis etc.
   2. **Predictive:** Build predictive models with the existing data and use them to predict trends in sales, trends in a particular product, customer purchasing trends, deciding on to continue or drop a product etc.
   3. **Perspective:** Building high level models to analyze complex business cases like customer behavior, building a customer base, improving a product sale, Customer review analysis etc.