**Insights**

1a. The group that spends more on a product is the group under 36.

1b. The group that patronizes more is the group under 36.

2. Customer satisfaction does not affect brand loyalty.

3a. Discount sensitive customers pay more when products are discounted.

3b. Customers with high income are not so interested in discounts because the number of discounts used is similar to the number of discounts not used.

4a. Customers that purchase office supplies are most likely to use express shipping while animal feed uses standard shipping predominantly.

4b. The peak shipping day is Tuesday.

5a. Social media influence significantly affects the purchase amount.

5b. Social media influence does not affect the product rating.

6a. Products with low ratings do not have a high return rate.

6b. Travel and Leisure (flights) have the highest return rate.

6c. Dissatisfied customers are not more likely to return products.

**Recommendations**

1. Use a high social media influence.

2. The social media should focus more on the age group that is below 36, since they purchase the most.

3. Discounts should be given more to middle income earners since they use them more than high-income earners.