**Analysis Steps**

* I removed all duplicates (not from the membership ID)
* checked there were no null values
* checked for misspelt words by using f7 and I had none
* 38766 is the member number, which is the total count of customers after removing duplicate is 38766

After using just purely excel to analyze my data, I was experiencing difficulties in changing the date format, I proceeded to using power query to be able to change my date so that it stops bringing out error. After so much trial and error I was able to convert the date data type by changing the regional setting of my system to United Kingdom.

Next step is to extract day and month in words to enable me analyze the data more by checking which month and day sells best.

I finally was able to extract my day, month and year after so many trial with the help of a friend (Yusuf). I used this formula to do that =IF(ISNUMBER(SEARCH("/",B3)),TEXT(B3,"DD/MM/YYYY"),TEXT(B3,"DD MMM YYYY")) and this to extract the individual day, month and year =TEXT(D3, "dddd").

So now I want to know;

* The item that sold more in the year 2015 and 2014.
* Then Proceed to knowing what time of the month and what day to see if they sold more on weekends
* Also, I will check the products that are likely to be purchased together and suggest to company to try and place them in close proximity.

**ANALYSIS RESULT**

* From my analysis shop sales increased as the year went by. More products were added which brought about more customers and more options.
* Whole milk was the highest sold product in 2014 followed by other vegetables. The two products also top the chart in 2015.
* **Whole milk** was sold more on Wednesday while **Other Vegetables** was sold more on Tuesday. Therefore promo can be held on any of these days if need be.
* These products were purchased more during summer and winter season.

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**SUGGESTIONS**

* **Since these products were purchased more during summer and winter season, the store must endeavor to stock shelf and warehouse as these seasons approaches.**
* **From my analysis I noticed we have more of existing customers than first timers, so with the analysis carried out in this work, I would suggest that a discount should be placed on other vegetables for New customers while existing customers should be offered the “The buy two and get one free” promo for Whole milk to avoid decline in sales or unsatisfied customers.**
* **I would also suggest that these two products (Other vegetables and Whole milk) which has performed incredibly well for two consecutive years should be placed close to each other on the shopping shelf for easy visibility and reachability.**