**Dear Team Lead,**

**I have completed the analysis of the provided dataset, focusing on the variables unit\_price, quantity, total, quant1\_label, and totalLabel.**

**I found the following insights as part of the analysis:**

* **Fruit & vegetables are the 2 most frequently bought product categories**
* **Non-members are the most frequent buyers within the store**
* **Cash is the most frequently used payment method**
* **11am is the busiest hour with regards to number of transactions**

**Recommendations for “How to better stock the items that they sell.”:**

**- For sales with rare high-priced items, further analysis is needed to understand customer behavior and preferences for these products.**

**- We need more data. The current sample only covers 7 days and 1 store.**

**- Monitor and analyze the relationship between totalLabel and variable X1 to optimize strategies for higher-value transactions.**

**- Consider conducting customer surveys or qualitative research to gain insights into specific factors influencing sales patterns.**

**Best regards,**

**Darshan**