**IDEA**:

The goal of this project is to analyze trends, purchase patterns, size preferences, payment methods, and the total number of transactions completed by customers at the boutique.

**MOTIVATION**:

I was inspired to pursue this project after watching the movie *“The Intern”* (starring Anne Hathaway and Robert De Niro), which portrays a passionate and driven woman who takes her fashion company to the top. With this project, my goal is to replicate the type of analysis I would have conducted as a data analyst at the company *“About the Fit.”*

**OBJECTIVE:**

If I am the owner of the Boutique then these are some of the analyses that I will be interested in:

1. **Analyze Customer Spending Behavior**

* Study how customers spend on different products to understand purchasing trends and preferences.

1. **Identify Frequent Payment Methods**

* Determine the most commonly used payment platforms (e.g., PayPal, Venmo) to explore partnership opportunities for cashback programs, encouraging more purchases with better deals.

1. **Optimize In-Store Shopping Experience**

* If a significant number of purchases occur in-store, focus on improving aesthetics and other features to enhance the shopping experience.

1. **Evaluate the Impact of Discounts and Promo Codes**

* Assess how discounts and promotional offers influence customer purchases and overall sales performance.

1. **Identify High-Value Customers**

* Analyze purchase history to identify “fashion enthusiasts” or frequent buyers, enabling targeted marketing and loyalty programs.

1. **Analyze Purchase Frequency**

* Capture purchase frequency (monthly, weekly, or quarterly) to plan sales events and offers, boosting customer engagement and sales.

1. **Geographical Analysis of Purchases**

* Track locations where products are purchased or delivered to identify areas with high demand.
* Use this information to consider opening outlets or warehouses for faster delivery and better customer service.

1. **Seasonal Trends Analysis**

* Study seasonal purchase patterns to determine popular items during specific times of the year and adjust inventory accordingly.

1. **Size and Color Preferences**

* Analyze customer preferences for sizes and colors to ensure the most common options are always available, reducing stockouts.

1. **Demographic Analysis**

* Capture customer demographics such as gender, age, and ratings to understand the target audience better and cater to their preferences.