What kind of establishment (customer) could each of the three samples you've chosen represent?
Hint: Examples of establishments include places like markets, cafes, and retailers, among many others. Avoid using names for establishments, such as saying "*McDonalds*" when describing a sample customer as a restaurant.

Answer:

Sample 0 can be represented by Cafes. People buy 5796 units of milk in average and customers in this sample buy 8259 units of milk, which is above the average line. At the same time, other products gets lower value than the average.

Sample 1 can be represented by retailers. The mean units of grocery is 7951 units and the average of detergent paper is 2881 units. In this sample, customers buy 12144 units of grocery and 8035 units of detergent paper. Both of them are much higher than the average. So I did some math jobs to help me make a decision. Grocery: 12144 - 7951 / 7951 = 0.53. Detergent paper: 8035 - 2881 / 2881 = 1.79. That means customers buy more than 0.53 times of the average units in grocery and they buy 1.79 times of the average units in detergent paper. The other features also get higher values than the average, but not as much as the above two features.

Sample 2 can be represented by restaurants. The feature fresh is almost 2 times of the average value while others don't even reach the average units.

In [4]:
```
# Import Seaborn, a very powerful library for Data Visualisation
import seaborn as sns
samples_bar = samples.append(data.describe().loc['mean'])
samples_bar.index = indices + ['mean']
_ = samples_bar.plot(kind='bar', figsize=(14,6))
```