Problem Statement

A leading retail Company wants to better understand its customer's shopping behaviour to improve sales, customer satisfaction, and long-term loyalty. The management team has noticed change in purchasing patterns across demographic, product categories, and sales channels (online vs offline). They are particularly interested in uncovering which factors, such as discounts, revies, seasons, or payment preferences, drive customer decisions and repeat purchases.

You're tasked with analysing the company's consumer behaviour dataset to answer the following overarching business question:

"How can the company leverage consumer shopping data to identify trends improve consumer engagement, and optimize marketing and product strategies?"