



# Kirana Club: ML/DS Internship Assignment

## Section 1: EDA

You are given a dataset that contains all the transactions occurring for a store.

On this dataset do an extensive EDA and explain your findings using relevant visualizations.

Some of the questions you can answer in the EDA:

1. Can customers be segmented into different categories? If yes then perform analysis on the same and also propose categories. If no, then explain why?
2. How would you define a loyal customer?
3. What is the most popular time of year based on this sales data?
4. Is there any seasonality in data? Explain with supportive evidence.
5. Discuss customer's lifetime with respect to the given dataset.



The above questions are just samples, we would like to know how this data can be analyzed to help the retail business make better decisions.

We will require both the notebook and the PDF version of it. Keep the PDF report short and to the point.

The presentation and simplicity of understanding the report can give you brownie points over other candidates.

## Dataset:

 RetailPulseAssignmentData.xlsx 44553.0KB

## Section 2: Coding

Answer the questions contained in the attached notebook in the most optimum way.

 Section2-Notebook.ipynb 6.6KB

## Data:

 section2\_data.txt 4.9KB

**Note:** In case you are facing trouble in downloading section 2 files, you can download below zip file.

 section2.zip 4.9KB