

## Short Summary Of My Findings

### 1. Top 3 Most Profitable Products:

- The most profitable products were identified based on total sales which are in dataset.
- A bar chart was generated to visualize the top-selling products based on total sales.
- These products likely appeal to a broad customer base due to their quality and brand reputation.

### 2. Loyal Customer Segments:

- The most loyal customers were identified based on repeated purchases of the products due to their quality or brand or usage. Premium customers in certain life stages (e.g., **young singles/couples or retirees**) were the most frequent buyers.
- A bar chart was used to show customer loyalty based on repeated purchases across different segments of life stages of customers.

### 3. Hypothesis on Customer Preferences:

- Premium customers may prefer high-quality, branded products.
- Budget-conscious buyers may prioritize value-for-money packs.
- Retirees may prefer family-sized or traditional flavors.