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.