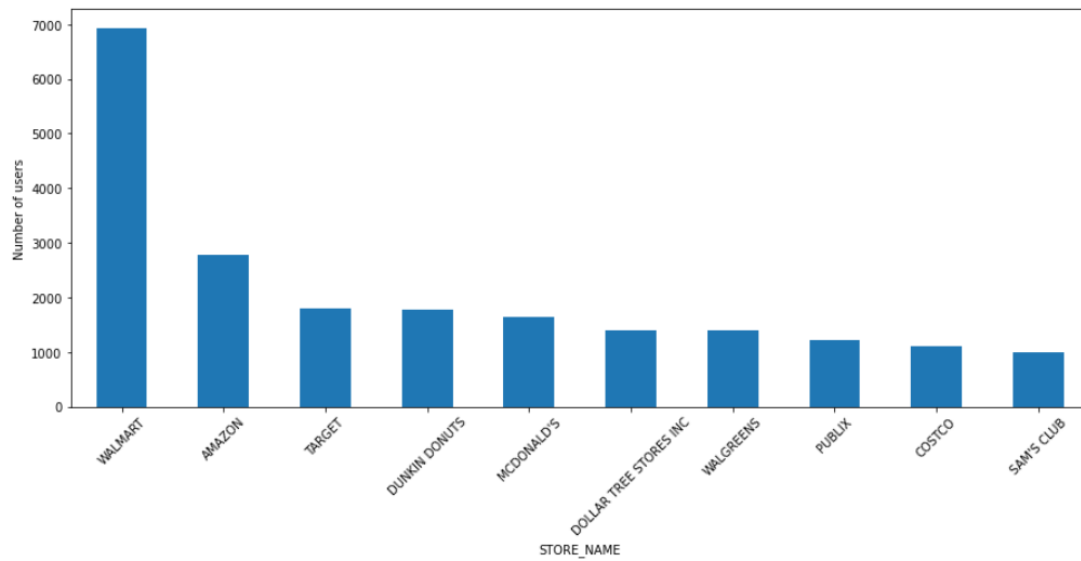
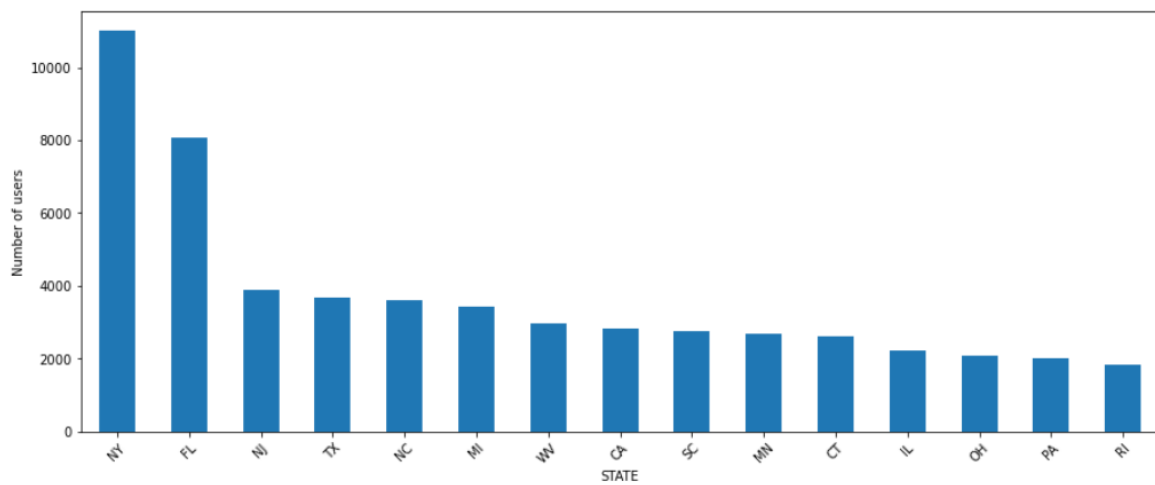


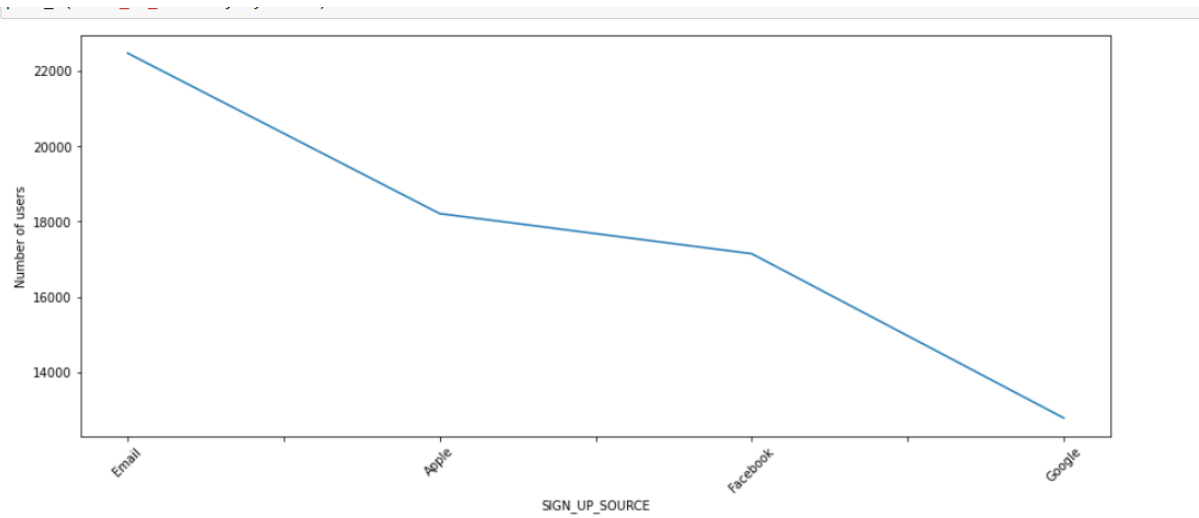
## ANALYSIS



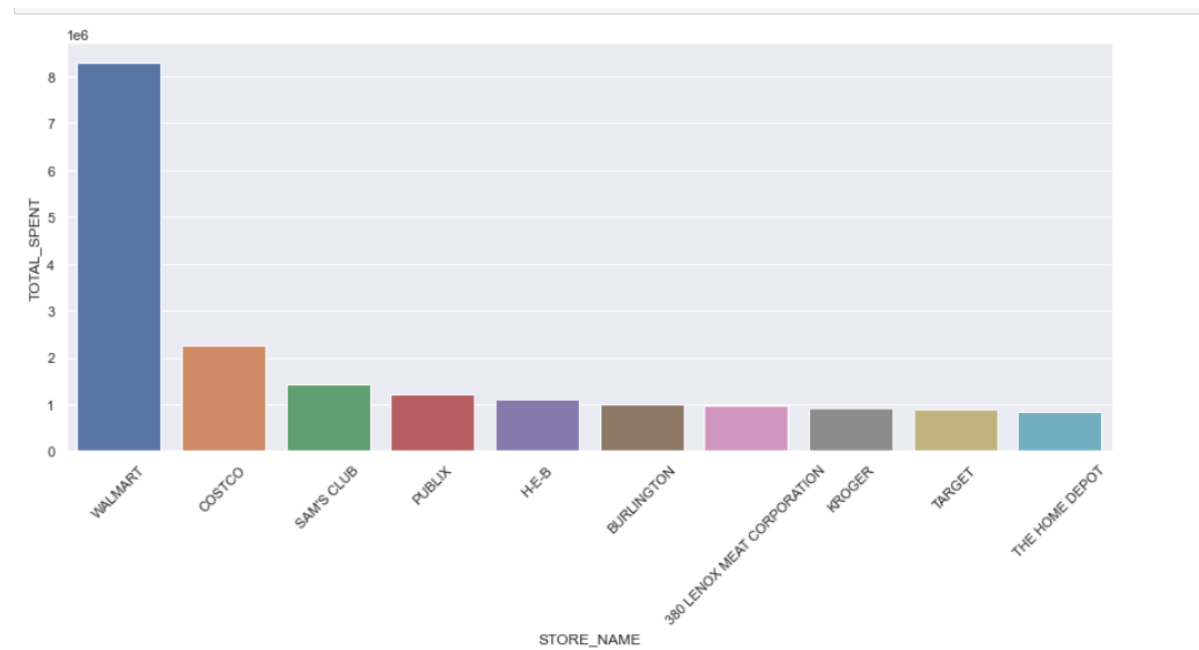
This is a high level analysis of the number of customers for the top 10 stores. We can see that walmart has seen the most number of customers when it comes to footfall. We can further analyze where the customer spending was the most



The state of New York has seen the most number of customers followed by Florida.

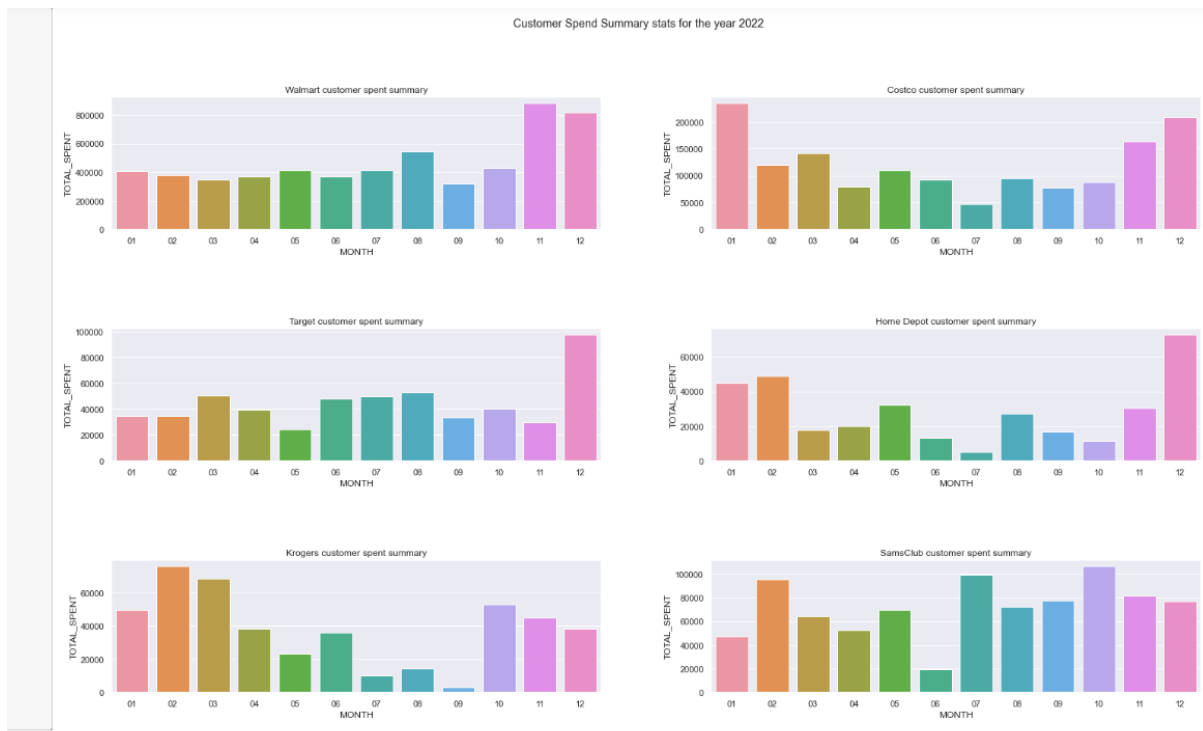


Email signups are the most whereas google signups are the least. More than 22k people have signed up via Email, whereas less than 14k used Google signup. Signups via facebook and apple are somewhat similar



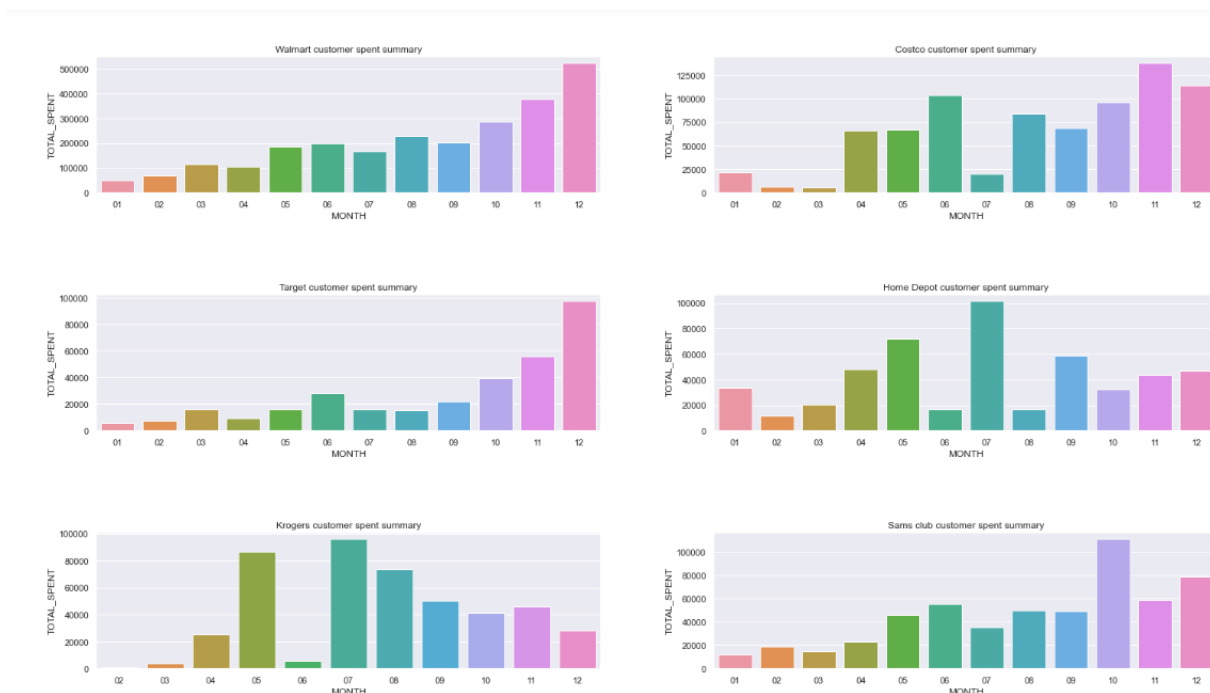
In terms of total spent, we can see that Walmart beats any other store by a large margin.

Customer spend stats for the year 2022. I have selected Walmart, Costco, Target, Home Depot, Krogers, and Sams' Club for the analysis, but it can easily be xetended to any store possible.



As compared to 2021, 2022 sees a weak trend in sales prices. Only walmart shows a strong upward growth in the last quarter of the year.

Spend stats for the year 2021 of the same stores:



For the year 2021, we can see that the spend summary for walmart has a strong upward trend. Similar is the case for Target. For Krogers, the spend was maximum in the months of July and August, which might be suggestive of some kind of marketing or offer which was successful. Costco sees a general upward trend and so does Sam's club. Home depot also saw maximum sales amount in July which may show Summer buying trends of the customers.