Dear\_\_\_\_\_\_,

I received the sample dataset from the data Engineering team and I have analyze the sample on behalf of the data scientist team.

I found the following insights as part of the analysis:

* Fruits & vegetables are the most frequently bought product.
* Non –Member are the most frequent buyers within the store
* Cash is the most frequently used payment

We have completed an initial exploratory data analysis on the sample of data provided. We should now have a solid understanding of the data.

The client wants to know

"How to better stock the items that they sell"

From this dataset, it is impossible to answer that question. In order to make the next step on this project with the client, it is clear that:

We need more rows of data. The current sample is only from 1 store and 1 week worth of data

We need to frame the specific problem statement that we want to solve. The current business problem is too broad, we should narrow down the focus in order to deliver a valuable end product

We need more features. Based on the problem statement that we move forward with, we need more columns (features) that may help us to understand the outcome that we're solving for