**Market Campaign Insights**:

First of all, I have created 2 new columns in the transaction sheet, one is **total price without discount** and another is **percentage discount.**

After that in demographic, I have converted **Age bracket** in various segments like most senior [>70 years], senior, middle aged, aged, young [18-25] etc.

After that I have converted Family based on numbers like very small [1 member], very large [>5 member] etc.

I also converted marriage information and children accordingly based on figures.

I have converted all of these things in categorical values as from number we cannot conclude anything.

**Insights:**

1. 2 low-income category people are in top 5 customer list, out of which customer id **464** got >**50%** discount **117** times. This may be the reason that the total value of buying is coming under top 5.
2. **Grocery and Pharma** are the most buying items among all followed by natural products, Dairy and Skin and Health care.
3. The top customer (customer ID **1466**) has **no family** but his buying is high so it may be that he is **extravagant** in nature.
4. I have also shown the trend of **local vs established brand** for each and every category, it can help to give insights **which category is doing good under which brand**. [ Like Dairy product is mostly sale from Established brand and in case of sea food established and local brand share is almost same], it will also help to enter any local or established brand in market based on market share.
5. Top Customer with Brand category will help to determine **which customer is buying which product with respect to total value**. This will give insights like if we choose **Alcohol** as a brand category then under Alcohol, I can see my **top 5 most valuable** customers
6. I can also get the **top 5** campaign duration based on the interval
7. I can also get which customers got **highest discount by percentage**, (Customer ID **464** got **94%** discount, which is highest) or which customers got maximum number of discounts.