Dear Gala Groceries,

After analysing the data received from the team, I have found the following insights:

* The most frequently used payment method is in the form of cash.
* Non- members are the frequent buyers of the store.
* 11 am is the busiest hour with regards to number of transactions.
* Fruit & vegetables are the 2 frequently bought product categories.

Also, the client has requested to know the following: “How to better stock the items that sell”.

With respect to this business question, my recommendations are as follows:

* This is a very broad statement and in order to tackle this with better accuracy, we need to identify a specific problem statement that the business would like to solve. For example, can we predict the demand of products on an hourly basis in order to procure products more intelligently?
* We need more data. The current sample only covers 7 days and 1 store.
* Based on the problem statement that we move forward with, we will need more datasets to help describe the outcome that we’re trying to model. For example, if we’re modelling demand for products, we may want to include information about stock levels or weather conditions.

Best regards,

Sowmiya Muralidharan