

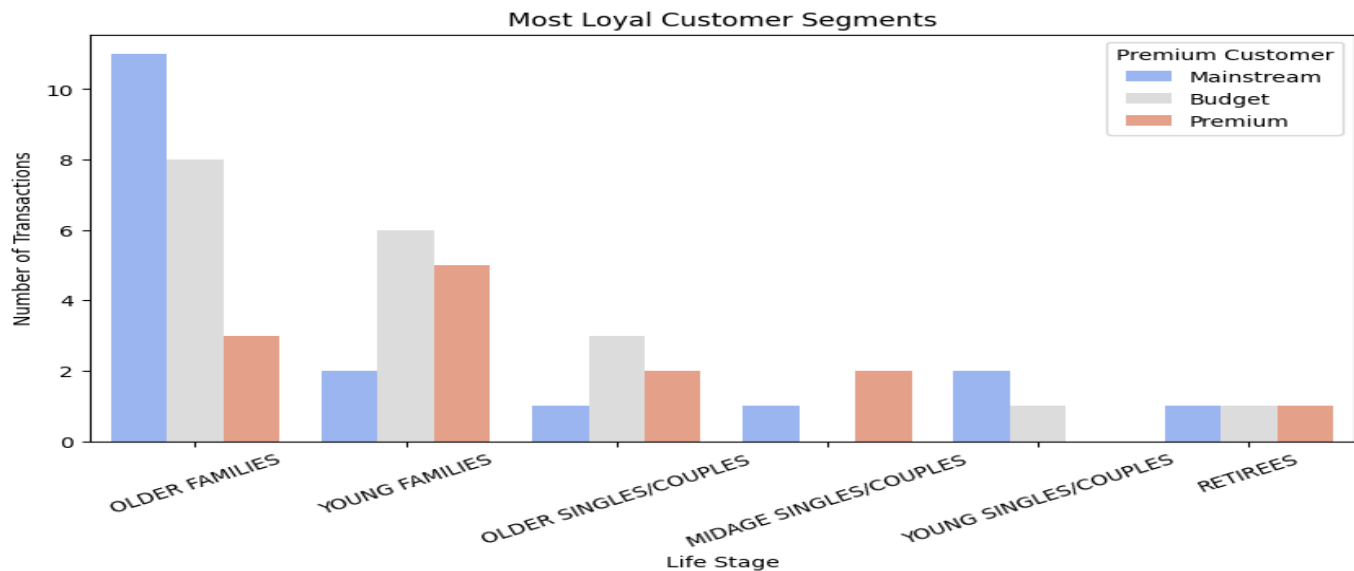
My Analysis

From purchase

By exploring the data, I found that most of the loyalty card number are of retirees (14805) or older singles/couples (14609) and most of loyalty card number belongs 'Mainstream' (29245) - premium customer neither budget nor premium.

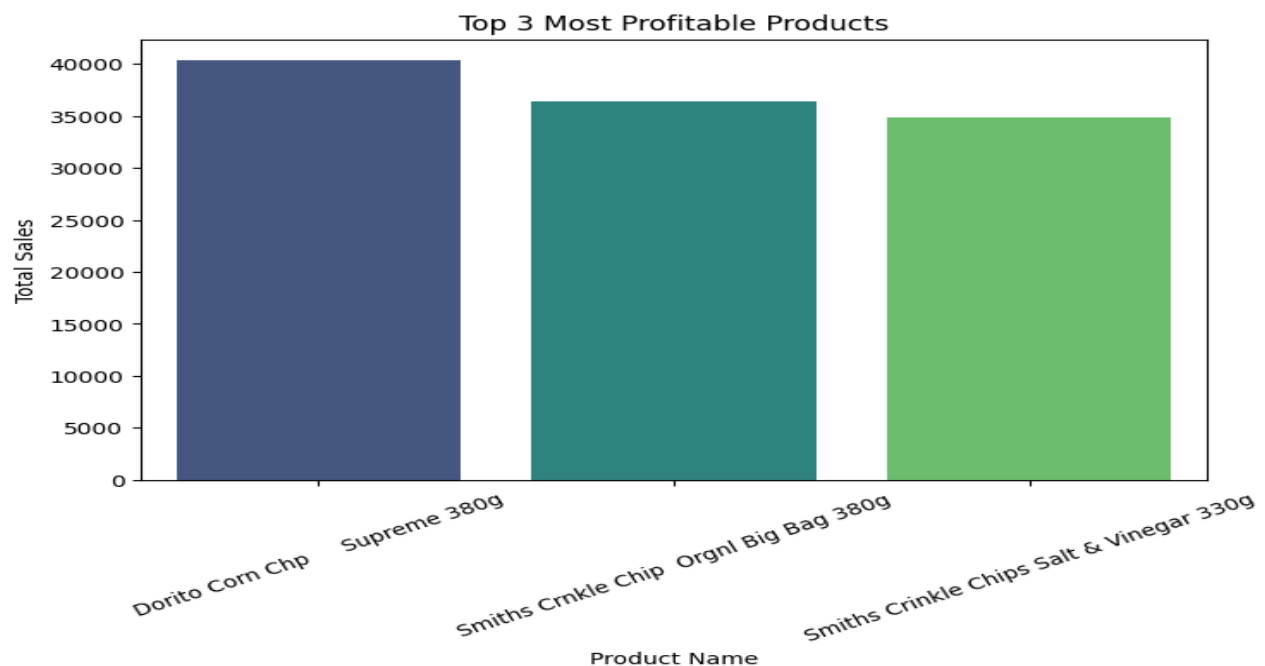
From transactions

The 'Kettle Mozzarella Basil & Pesto 175g' (3304) has the most sells. The most loyal customer of ours is older families – life stage, Mainstream – premium customer. If say second or third then older/young families – life stage, budget – premium customer.



the top 3 most profitable products are:

- Dorito Corn Chp Supreme 380g40352.0
- Smiths Crnkle Chip Orgnl Big Bag 380g36367.6
- Smiths Crinkle Chips Salt & Vinegar 330g34804.2



characteristics of our most loyal customers:

- Married
- Working
- Mainstream