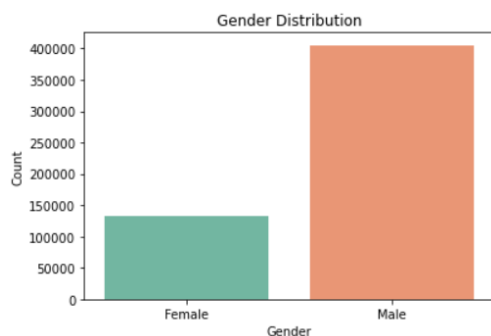
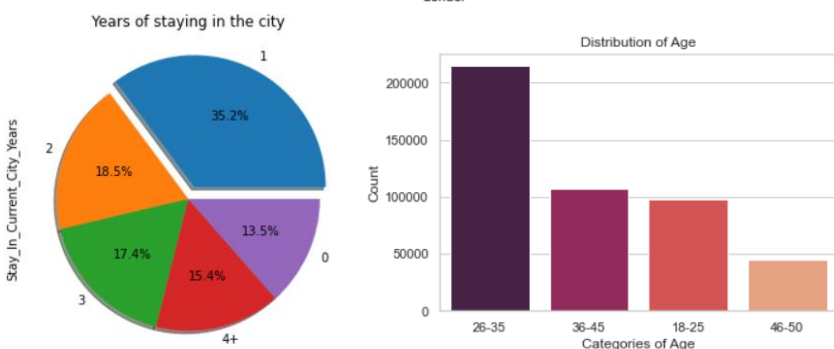


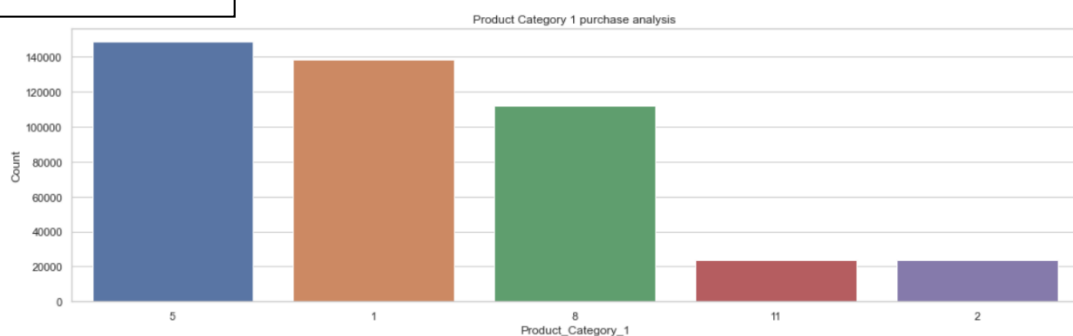
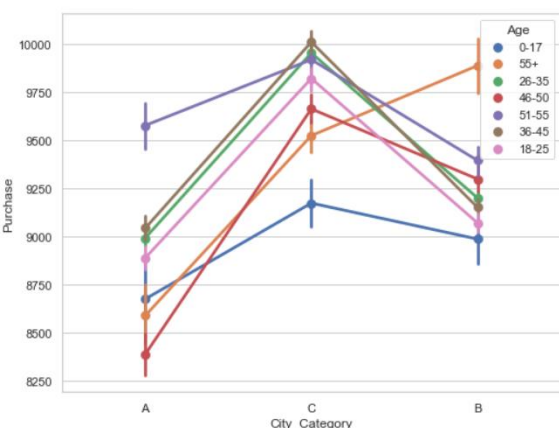
Walmart Black Friday Data Analysis Report By Python**Demographics Analysis: (RFM Analysis)**

- **Men more often purchase on Black Friday.**
 - We can do research later on for the needs of man.
- **Most of the people who are new to a town will buy things on Black Friday.**
 - Our products can focus on the needs when people are newly going to a town.
- **Customers in 26~35 age range are the main customer layer.**
 - Our products need to keep up with the trend for the young.

**Shopping Habits Analysis: (Market Basket Analysis)**

- **Product Categories 1, 5, & 8 are the most attractive product category on Black Friday.**
 - We need to increase the supply of those categories.
- **Customers often buy Product Category 2 & 8 after buying Product Category 1 & 5 respectively.**
 - We can release discounts when people buy those categories together to attract more people purchase on.

Most Frequent Combination Between Product Category 1 & 2				
Product Category 1	Product Category 2	Category 1 (Times)	Category 1 & 2 (Times)	Percentage
1	2	138353	48481	35.04%
5	8	148592	63058	20.96%

**Purchase between different Cities****Relationship Analysis:**

- **In different city, the main customer age group are different:**
 - City A: 51~55 age group spends the most.
 - City B: 55+ age group spends the most.
 - City C: 36~45 age group spends the most.
 - Therefore, we need to manage our supply by different main customer age group mentioned above on Black Friday.

