Thank you Salman.

Hi Guys.

So, once we had our raw data in hand, we had to store it for future analysis and manipulations. That’s where the databases come in. Now, our raw dataset had over 55 thousand rows and 25 columns, so we divided it up into three parts for better analysis.

The Customer Data includes all the personal information about the customers including their Age, Gender, income along with answers to some survey questions that were asked during their transactions.

The Order data includes what the customers ordered on a day-to-day basis.

The Competitors data includes information as to whether any store had any competitor store within a half mile radius.

As you can see on the right side from our relationship diagram, the customer ID is the link between the customer data and the order data, whereas the store id is the link between the order data and the Competitors data.

Now, once our data is stored, we tried to do some exploratory analysis on the dataset to see if we can identify some pertinent facts about the dataset.

First of all, we tried to see if there were any popular food/drink items that customers ordered. If you look at the visualization, you would see that Blueberry scone was the most popular food item, whereas Drip coffee was the popular drink item.

Once we identified our popular food/drink item, we tried to see whether there was any trend for items ordered throughout the year. As you can see from the charts here, the food items seem to be ordered consistently throughput the year, but some drink items like chocolate chiller or icepresso are ordered only in certain period of time.

After looking at our food items, we turned to look into customers. As we have different information about the customers, we tried to see whether we can categorize them based on those. As you can see from the charts here, we tried to categorize them based on their age, gender and income. What we found was that our customers are mainly from 30-50 years range, earning 25K to 75K and are split almost equally as male or female.

Once we categorized our customers as such, we then tried to look deeper to see who our core customers are. For that, I would like to hand over to my team mate Kirti.