```python
#importing libraries
import pandas as pd
import numpy as np

#IMPORTING FILES

file_path = "C:\\Users\\giriu\\Downloads\\QVI_data.csv"
dataset = pd.read_csv(file_path)

dataset.head()
```

```
   LYLTY_CARD_NBR         DATE   STORE_NBR   TXN_ID   PROD_NBR  \
0            1000   2018-10-17          1        1          5
1            1002   2018-09-16          1        2         58
2            1003   2019-03-07          1        3         52
3            1003   2019-03-08          1        4        106
4            1004   2018-11-02          1        5         96

                                 PROD_NAME   PROD_QTY   TOT_SALES
PACK_SIZE  \
0  Natural Chip        Compny SeaSalt175g          2         6.0
175
1    Red Rock Deli Chikn&Garlic Aioli 150g          1         2.7
150
2    Grain Waves Sour     Cream&Chives 210G          1         3.6
210
3  Natural ChipCo       Hony Soy Chckn175g          1         3.0
175
4            WW Original Stacked Chips 160g          1         1.9
160

        BRAND              LIFESTAGE  PREMIUM_CUSTOMER
0     NATURAL   YOUNG SINGLES/COUPLES           Premium
1         RRD   YOUNG SINGLES/COUPLES        Mainstream
2     GRNWVES           YOUNG FAMILIES            Budget
3     NATURAL           YOUNG FAMILIES            Budget
4  WOOLWORTHS   OLDER SINGLES/COUPLES        Mainstream
```

```python
#TOTAL SALES

total_sales = sum(dataset['TOT_SALES'])
print(total_sales)
```

```
1933115.0
```

```python
#total no of customer

dataset.describe()
```

```
        LYLTY_CARD_NBR       STORE_NBR         TXN_ID       PROD_NBR  \
count      2.648340e+05   264834.000000   2.648340e+05   264834.000000
mean       1.355488e+05      135.079423   1.351576e+05       56.583554
```

```
std        8.057990e+04       76.784063   7.813292e+04        32.826444
min        1.000000e+03        1.000000   1.000000e+00         1.000000
25%        7.002100e+04       70.000000   6.760050e+04        28.000000
50%        1.303570e+05      130.000000   1.351365e+05        56.000000
75%        2.030940e+05      203.000000   2.026998e+05        85.000000
max        2.373711e+06      272.000000   2.415841e+06       114.000000

              PROD_QTY        TOT_SALES        PACK_SIZE
count    264834.000000    264834.000000    264834.000000
mean          1.905813         7.299346       182.425512
std           0.343436         2.527241        64.325148
min           1.000000         1.500000        70.000000
25%           2.000000         5.400000       150.000000
50%           2.000000         7.400000       170.000000
75%           2.000000         9.200000       175.000000
max           5.000000        29.500000       380.000000
```

total_customer = 241584

dataset.shape

(264834, 12)

total_customer = 241584
transactions = 264834
avg_transaction = total_customer/transactions
print(avg_transaction)

0.9122091574344684