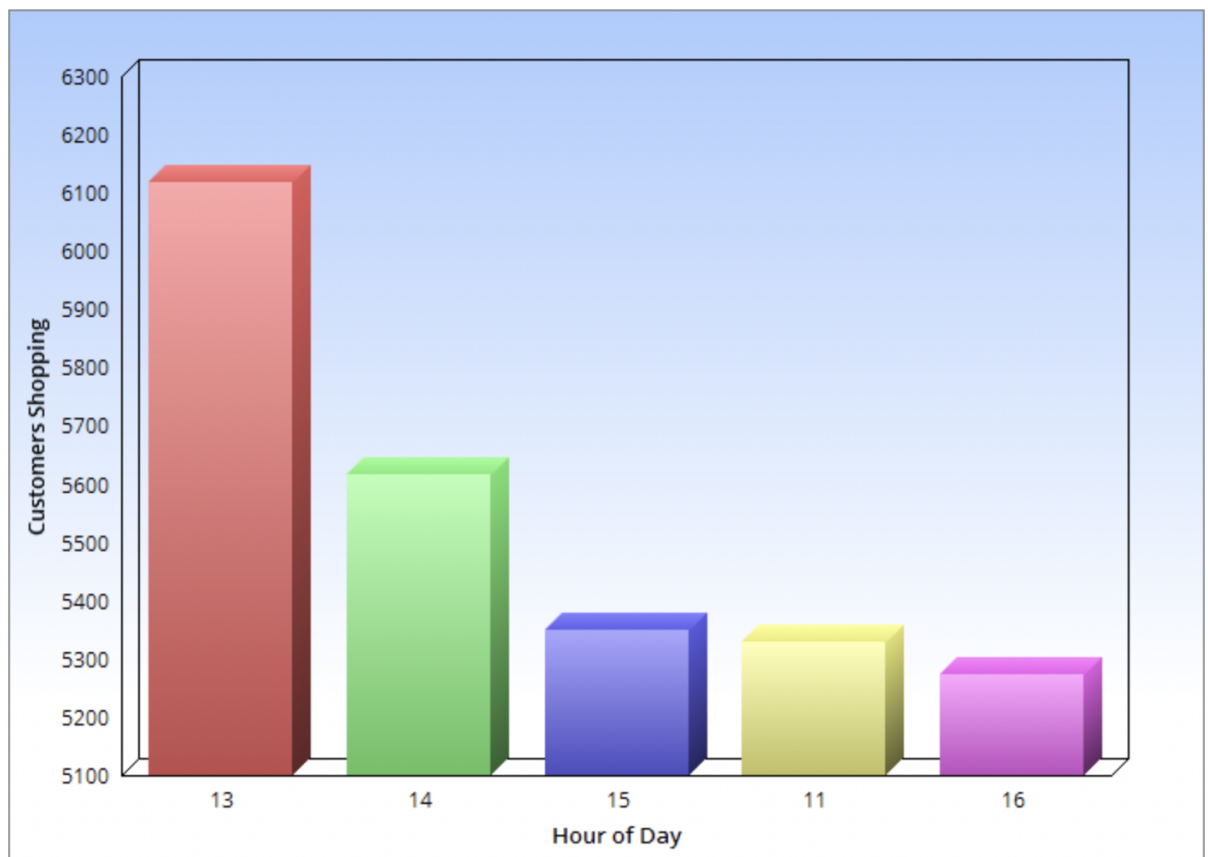


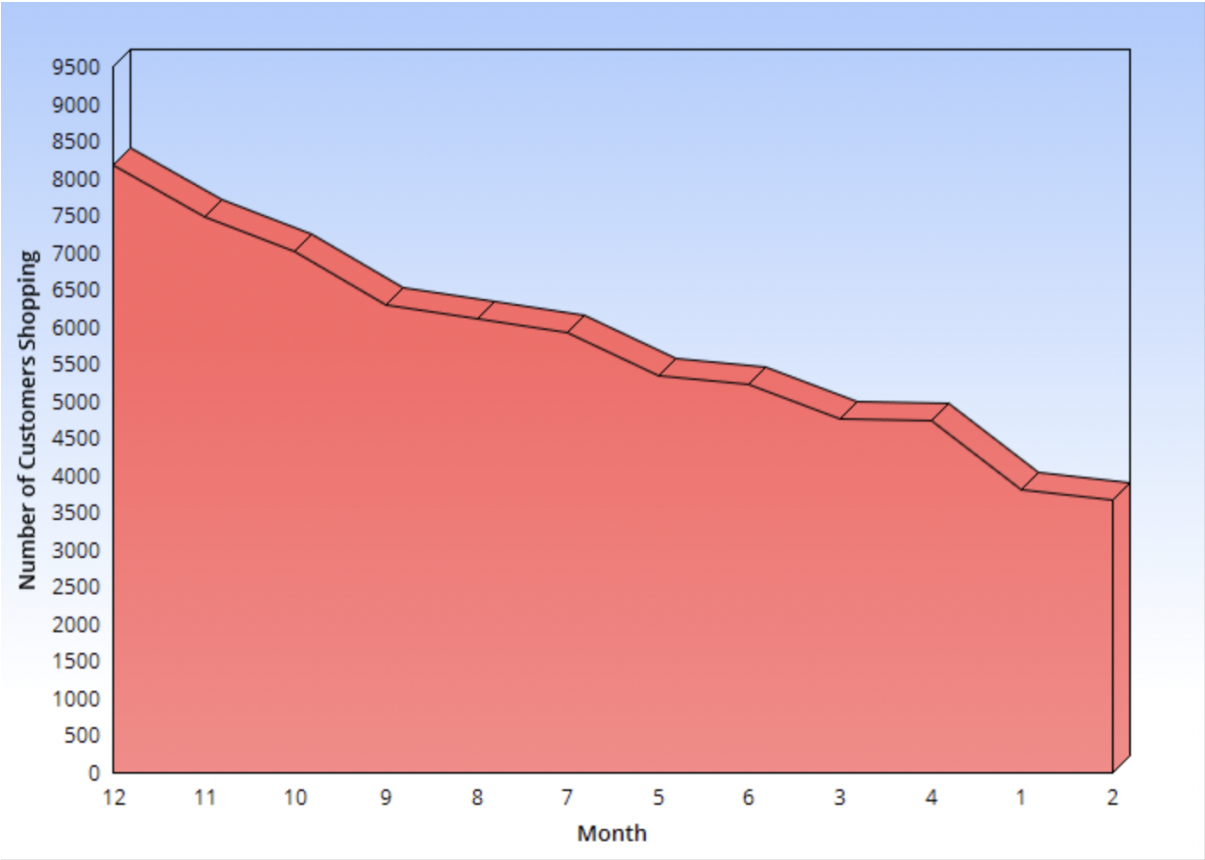
Buyer trends and Observations:

- The leading positions, in terms of the most money spent, have been consistently held by the same 4-5 companies over all the months.
- Most of the users are Apple users. To attract other non-Apple users we can reward extra points to them on signing up.
- The brand Cheerios had the most number of related brand ids. This can help us understand which brand gives us the most data as compared to others.
- Our target audience mostly belongs to the middle aged group i.e., 38 to 55 years old.
- The top 3 stores having the maximum receipts scanned are → Walmart, Amazon, Target with most of the purchases being done in the afternoon.



- Ratio between digital receipts and non-digital receipts is 4700:65901 which means customers generally prefer going to the regular brick and mortar. Marketing and variety of products can be increased in store. We can also ask customers to fill a survey asking why they prefer this over online shopping and work on that further.

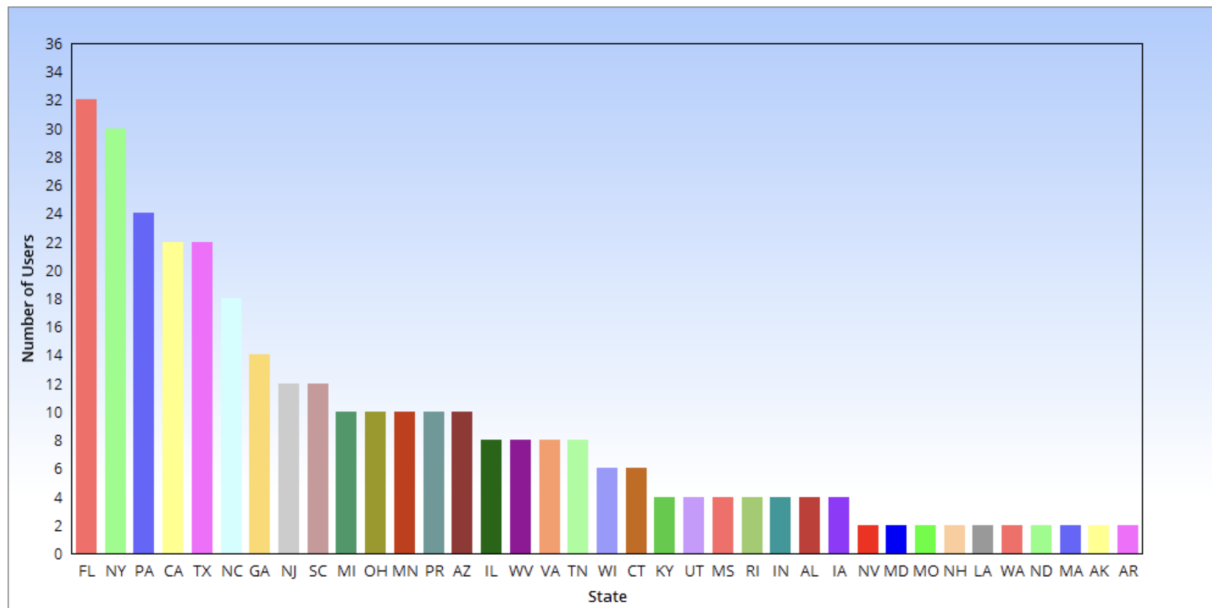
- Customers shop the most during the end of year than the start of the year.



- Most shopped categories are the following:

ABC CATEGORY ▼	123 Cnt ▼
Snacks	54
Beverages	44
Grocery	29
Frozen	29

- Number of users state wise:



Quality of Data:

- Columns having boolean values are also stored as text, making it difficult to easily analyse data.
- Field in the brands table called 'related_brands' has multiple : separated values making it a task to query it.
- There are times when the receipt is too old to be scanned. In such cases we can add an entry depicting the same hence helping the stakeholders understand the reason behind failed scans.