**Problem Statement**

The primary goal is to understand and analyze the factors influencing sales in order to optimize business decisions and strategies. This involves exploring how customer demographics, external environmental factors, and product performance impact sales.

**Objectives Breakdown:**

1. **Identify Primary Factors Influencing Sales:**
   * Analyze customer segmentation and spending patterns.
   * Examine the relationship between product categories and total sales.
   * Evaluate customer distribution across demographics such as age and gender.
2. **Assess Impact of External Factors:**
   * Analyze the influence of holidays on sales performance.
   * Explore the correlation between weather conditions (temperature and precipitation) and sales.
   * Use regression analysis to determine the weight of external factors on sales.
3. **Optimize Product Performance:**
   * Identify high-performing and low-performing product categories.
   * Evaluate seasonal trends in product demand.
4. **Customer Behavior and Segmentation Analysis:**
   * Cluster customers based on spending behavior.
   * Segment customers into categories such as high spenders, moderate spenders, and low spenders.

By achieving these objectives, the project aims to uncover actionable insights for enhancing sales strategies and improving business outcomes.