Ignosis Assignment – ML

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Key findings from the data analysis and exploration of the given datasets:

1. **Top 3 Profitable Products**: The top 3 bestselling products contribute **5.77%** to the total sales, highlighting their consistent popularity and strong appeal among customers.

2. **Premium Customers Drive Revenue**: Premium customers represent a significant portion of the loyal customer base and spend more per transaction. Offering exclusive deals or loyalty rewards can further enhance their engagement and retention.

3. **Loyal Customers’ Lifestage**: The most loyal customers are primarily from the "Older Singles/Couples" segment, contributing the highest sales (₹402,426.75), followed by "Retirees" (₹366,470.90) and "Older Families" (₹353,767.20). This suggests that older customers, both individuals and families, prefer consistent and reliable products, making them a key segment to target.