

Dear Data Science Team Leader,

Exploratory Data Analysis (EDA) of customer sales data at Gala Store-Task 1

Initial Analysis:

- Dropped transaction_id, product_id as they were not important for our Analysis.
- Extracted Timestamp values to day, month, week.
- Dataset had no missing values
- Time Duration of Data is from 1st March 2022 to 7th March 2022

TOP SELLER	CATEGORY
1	Kitchen
2	Meat
3	Seafood

- Most of the customer used cash, credit card sources to pay.
- Kitchen, Meat, Seafood are the category who contribute highest sales at store
- Highest sales happens on Thursdays, Fridays, Saturdays
- Non-members are the most frequent buyers within the store

Top Profitable Items Per Day

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Kitchen	Kitchen	Meat	Meat	Beverages	Meat	Kitchen
Meat	Meat	Kitchen	Kitchen	Seafood	Kitchen	Meat
Seafood	Seafood	Seafood	Medicine	Cleaning Products	Seafood	Medicine

Top Selling Quantities Per Day

- Saturdays and Fridays were the days where it was highest sales and most quantities were sold.
- Kitchen, Meat and Seafood are the products that are sold in high quantities.

Recommendations:

- Need more columns like, customer loyalty, feedback data to do sentiment analysis, gender information, sub categories etc.

Best Regards,
Ayesha
Firdose W