

# Business Problem Statement

A major retail company aims to gain deeper insights into customer shopping behavior to boost sales, enhance customer satisfaction, and strengthen long-term loyalty. The leadership team has observed shifts in buying habits across different demographics, product types, and sales channels. They want to understand which factors—such as discounts, product reviews, seasonal trends, and payment methods—influence customer choices and repeat purchases.

Your task is to analyze the company's consumer behavior dataset to address the central business question:

**“How can the company utilize customer shopping data to uncover trends, enhance customer engagement, and improve marketing and product strategies?”**