Dear Data Science Team Leader

I just conducted a thorough analysis of a week of sales data to determine the type of products to stock the shop with and to determine which payment methods customers use more, the category of goods that sell more, type of customers making purchases, time of the day customers buy more.

After my analyses I was able to determine that

* Goods that had lower prices sold more than the more expensive ones.
* Customers spent more on food than other products.
* There was not much difference between the number of purchases of all the diverse types of members.
* There was no preference of payment between cash, cards, and e payments.
* There was no strong correlation between all features except between unit price and total.

My recommendations will be

* We need more rows of data. The current sample is only from 1 store and 1 week worth of data
* We need to frame the specific problem statement that we want to solve. The current business problem is too broad, we should narrow down the focus to deliver a valuable end product
* We need more features. Based on the problem statement that we move forward with, we need more columns (features) that may help us to understand the outcome that we are solving for.

Best regards,

Amah Chibroma Belema