**Business Problem Statement**

A leading retail company want to better understand its customers' shopping behaviour to improve sales, customer satisfaction and long-term loyalty. The management team has noticed changes in purchasing patterns across demographics, product categories and sales channels (online vs offline). They are particularly interested in uncovering which factors, such as discounts, reviews, seasons or payment preferences, drive consumer decisions and repeat purchases.

You are tasked with analysing the company’s consumer behaviour dataset to answer the following overarching business questions:

**“How can the company leverage consumer shopping data to identify trends, improve customer engagement and optimise marketing and product strategies?”**