<Objective>

Analyze sales data of bookstore to further again insight on growth strategy

<Analysis scope>

Analyze data from various perspective, use visualizations to check how data is shaped

<Business Questions>

* Is there a correlation between gender and categories of products purchased?
* Is there a correlation between age and:
  + The total amount of purchases?
  + The purchase frequency (the number of purchases per month for example)?
  + The average basket size (in number of items)?
  + Categories of purchased products?