Dear Team Leader,

In our project regarding the analysis of sales in Gala Groceries I have performed Exploratory Data Analysis in the data provided by them that was containing the sales information of the past week. I took each of the feature and analyzed how actually are they when compared to their frequency. I also had a look on the correlation between the features. Among everything that I’ve inferred, I would like to reveal a few inferences to you.

* The grocery shop has more transactions on products with a low cost when compared to products with higher prices.
* Also, Customers tend to spend less money on each transaction and transactions with high value are rare.
* The given features do not posses any interesting correlation between them that could help us analyze about their sales.

I also have some recommendations that might be good but it is evident that we could not jump into any concrete conclusion as the provided features are not correlated and also, we have gotten only one week’s data.

* The Shop could focus on restocking products that are cheap.
* They could avoid bulk ordering of expensive products and only order when the current stock gets over.
* They could make an awareness to non-member customers, the perks of being a premium customer

We could continue this further and might even get a better insight on the sales to provide valuable recommendations if we are provided with more data and also more features.

Best regards,

Naboth Demetrius R