Dear Data Science Team Lead,

I have completed the Task 1.

I have found following points from my analysis on data.

* 9 columns ['transaction\_id', 'timestamp', 'product\_id', 'category','customer\_type', 'unit\_price', 'quantity', 'total', 'payment\_type'] and 7829 rows
* Avg invoce per transaction is 19.70
* Avg unit price is 7.81
* Payment type used [cash 2027, credit card 1949,e-wallet 1935,debit card 1918]
* Correlation between different customer types and their purchase are strong
* Also calculated category wise sale
* Customer type wise sale [basic 29569.16, gold 29939.99, non-member 31755.24, premium 31655.68, standard 31388.78]
* Also found the pattern with payment type and paid for purchase

My recommendations are:

* From this dataset, it is impossible to answer that question. In order to make the next step on this project with the client, it is clear that:
* 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 in order 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're solving for

Best regards,

Dhiraj Patra