**MAIN OBJECTIVE: Use as many techniques as possible and explore these data, such as demographics, BMI, members of Household, income level.**

**Look at the calories of our food items.**

Look at the average price per food item

Given their BMI, what are the food items that they buy frequently? Check the calories of each food item.

Using PCA to reduce the number of food categories.

Group by demographics that are ordinal

For product category, try the average spend per household member, number of purchases.

Using PCA to make bundles, cross-sell and upsell.

Learn about recommendation systems.

1. Focus on Health
2. Further segmentation by product Category
3. Further segmentation by product prices