Dear Ken,

We have completed an initial exploratory data analysis on the sample of data provided. We get the following inference from the EDA:

· There are more sales of products with a low price compared to products with a high price.

· It seems as though customers are buying in even quantities across 1 to 4 units.

· Customers make more transactions of low value and only occasionally make a transaction of a very high value.

· There are 22 unique values for category, with fruit and vegetables being the 2 most frequently purchased product categories and spices and herbs being the least.

· Non-members appear to be the most frequent type of customers, closely followed by standard and premium customers.

· Cash seems to be the most frequently used method of payment, with debit cards being the least frequent.

· The 11th, 16th and 18th hour of the day are the top 3 hours of the day for transactions being processed.

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,

Kalaivani K