Hi, I am Kayla Sekkat.

* In December of 2018 I earned my Bachelor of Science degree in Biology with a minor in Criminology.
* In October of 2023 I earned my Master’s degree in Data Science and Analytics
* I enjoy working with SQL, Python, R, and Tableau

**Introduction**

This notebook is an exploratory analysis on the Kaggle dataset, "Supermarket Sales" using Python in Jupyter Notebook. The analysis utilizes the following Python libraries:

* Numpy
* Pandas
* Matplotlib
* Seaborn

**Analysis Questions**

The analysis intends to answer the following questions:

1. What is the average amount spent in a single transaction?
2. Does membership increase customer spending potential?
3. What is the best-selling product line?
4. What day of the week has the highest and lowest sales?
5. Do men or women spend more money in the store?
6. Which Branch sees the highest sales and which location specifically?

**Key Takeaways**

1. The average amount a customer spends at the supermarket is 322.97. Since the data was collected in Myanmar this is most likely Kyats instead of dollars. Unfortunately the data does not specify.
2. The member to non-member ratio is very close in comparison. 50.1% of all transactions were done by customers with membership. The customers with membership did show to have a slightly higher average spending. Members transactions total average was 327.79 whereas the non-members transaction averaged 318.12. So the data doesn’t show a large difference on whether membership will influence spending potential.