Dear Data Science Team Leader

I have received and preprocessed the dataset that was provided by the Data Engineering team and I’ve been analysing the sample on behalf of the Data Science team.

I have found that the data is not enough, it only contains information from 1 store, and 1 week. However, I managed to retrieve some of the following insights:

* Fruit & vegetables are the 2 most frequently bought product categories.
* Non-members are the most frequent buyers within the store.
* Cash is the most frequently used payment method.
* 11am is the busiest hour with regards to number of transactions

My recommendations are:

* We require more data rows. We need to formulate the precise issue statement that we want to answer because the present sample is just from one store and one week of data.
* The existing business challenge is too wide; to provide a meaningful product, we must reduce our emphasis.
* We require additional features. We need more columns (features) based on the issue statement that we are working with to assist us comprehend the outcome that we're aiming for.

Best regards,

Kudzai P Matizirofa