Dear Data Science Team Leader,

We have completed an initial Exploratory Data Analysis on the sample of the data provided. The client wants to know ***“How to better stock the items that they sell?”.***

Below are my findings and recommendations

**Findings:**

* 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

**Recommendations:**

* We need more rows in the dataset, and a dataset of more than a week’s data.
* The Business problem statement is too broad and we will need to be framed for a specific problem statement.
* We need more features based on the problem statement that we will frame. These features will be columns in the dataset that will help may help us answer the framed problem statement.

Best regards,

Segun Lawal