Title: Supermarket Shopping Behaviors

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Project Description: Analyze what relationships we can find between different variables and behaviors in supermarket shoppers.

Research questions to answer:

1. What is the difference in spending patterns between male and female customers? Do they tend to buy different types of products? What is the relationship between gender and payment type?

2. What is the average unit price and quantity of products purchased? Is there a relationship between the unit price and the quantity purchased?

3. What is the percentage of sales from members compared to non-members? Is there a difference in spending patterns between members and non-members? What is the relationship between customer type and payment type?

4. Which branch has the highest sales volume and revenue?

5. What is the correlation between customer rating and total purchase amount? Is there a relationship between purchase time of day and customer rating?

6. Which payment method is the most popular among customers? Is there a difference in spending patterns based on the payment method used?

Dataset: Supermarket Sales <https://www.kaggle.com/aungpyaeap/supermarket-sales>

Breakdown of tasks:

1. Clean up the data

2. Get statistical analysis

3. Create data frames and charts that display the data to answer our questions

4. Draw conclusions