1. **DateTime Benefits**: How can extracting day of the week and month from dates help a retail business make better decisions?

Extracting day of the week and month from dates can spot patterns in customer behavior: (like busiest shopping days (e.g., weekends vs weekdays).

It can detect seasonal trends (e.g., higher toy sales in December, sports gear in summer).

Optimize inventory planning to avoid stockouts or overstock, or Time marketing campaigns (e.g Halloween ads in October and Christmas ads in December).

1. **GroupBy Value**:

* It summarizes large datasets into meaningful insights (instead of scanning millions of transactions one by one).
* Reveals patterns that are invisible in individual records.
* Helps in comparison across groups:
  + By category → Which product line is most profitable?
  + By state → Which regions bring the most customers?
  + By time period → Are sales growing month over month?

1. **Business Applications**: Based on your findings, what simple recommendations would

* Stock more of the top-selling and Reduce inventory for slow-moving categories.
* Focus marketing spend and store expansions in **states with the highest number of customers or revenue.**