Dear Gala Groceries,

I have been evaluating the sample dataset on behalf of the Data Science team since I obtained it from the Data Engineering team.

I found the following insights as part of the analysis:

* Fruits (2439 quantities) & Vegetables (2124 quantities), these two are of the most frequently bought product categories.
* e-wallet is the most frequently used payment method.
* 19:59:57 (7:59 pm – Indian time) is the busiest time.
* Standard-type customers are the most frequent buyers within the store.
* A customer purchases a maximum of 4 quantities in each category.

As a reminder, the client indicated that they wanted to know the following: “How to better stock the items that they sell.”

With respect to this business question, my recommendations are as follows:

* This is a fairly general statement, thus in order to address it more precisely, we must find a specific issue statement that the company wants to address. For instance, is it possible to forecast hourly product demand in order to make better-informed product purchases?
* We need more data. The current sample only covers 7 days. And it is more comfortable if the dataset contains the day feature in it.
* We will need more datasets to help describe the outcome that we’re trying to model. For instance, if we are calculating product demand, we would wish to add data on stock levels or weather patterns.

Best regards,

Pranesh M P