Project Tittle: Retail Store Purchase Patterns

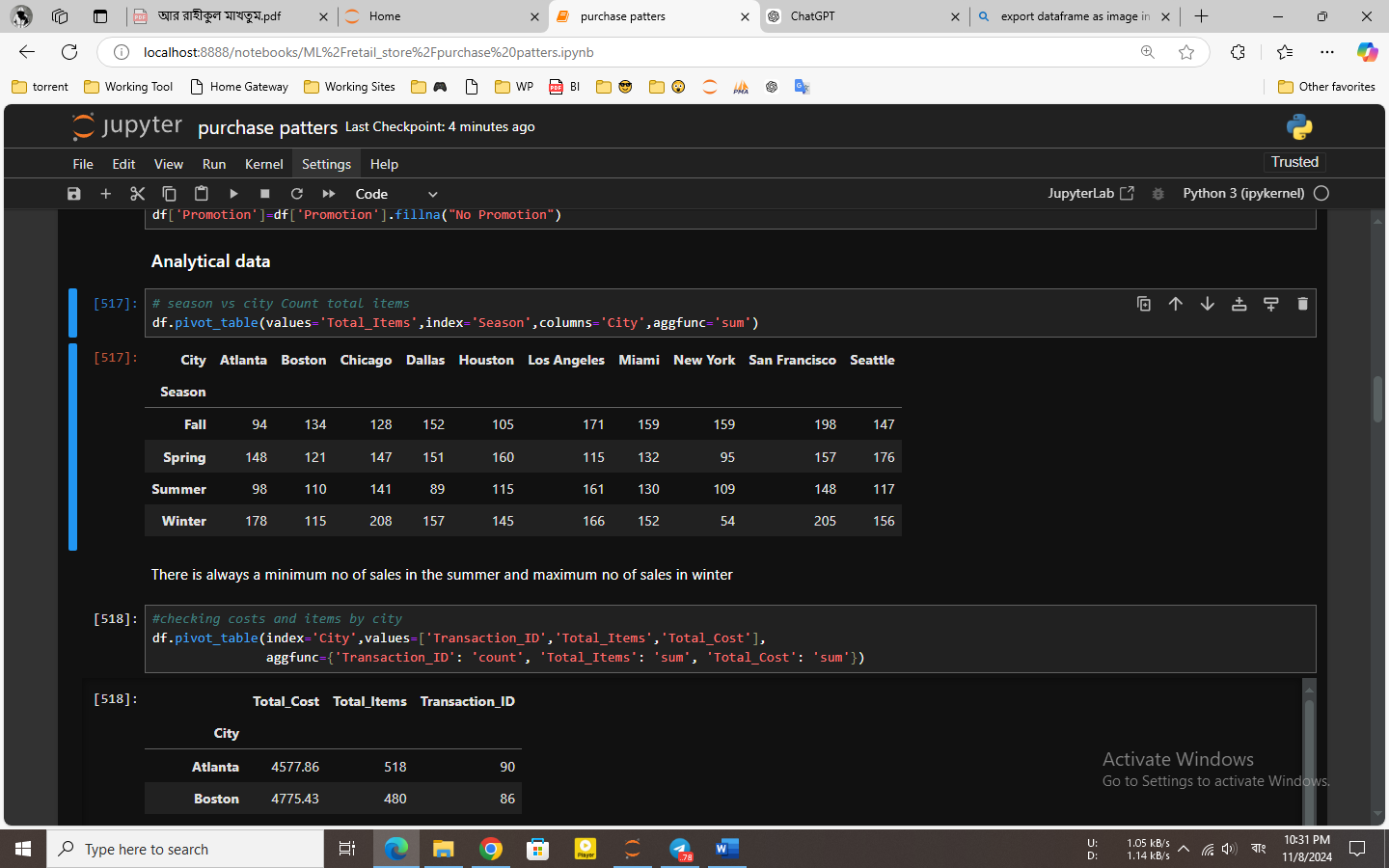
Project Description: To ensure patterns and relationship between products purchased together by customer. Optimizing inventory management, marketing strategies, cross-selling and upselling opportunities. Thereby increasing overall sales and customer satisfaction.

Project goals:

* Data Preprocessing
* Exploratory data analysis
* Data analysis
* Data visualization
* Find insights
* Documentation

Analysis

Season vs city by total items

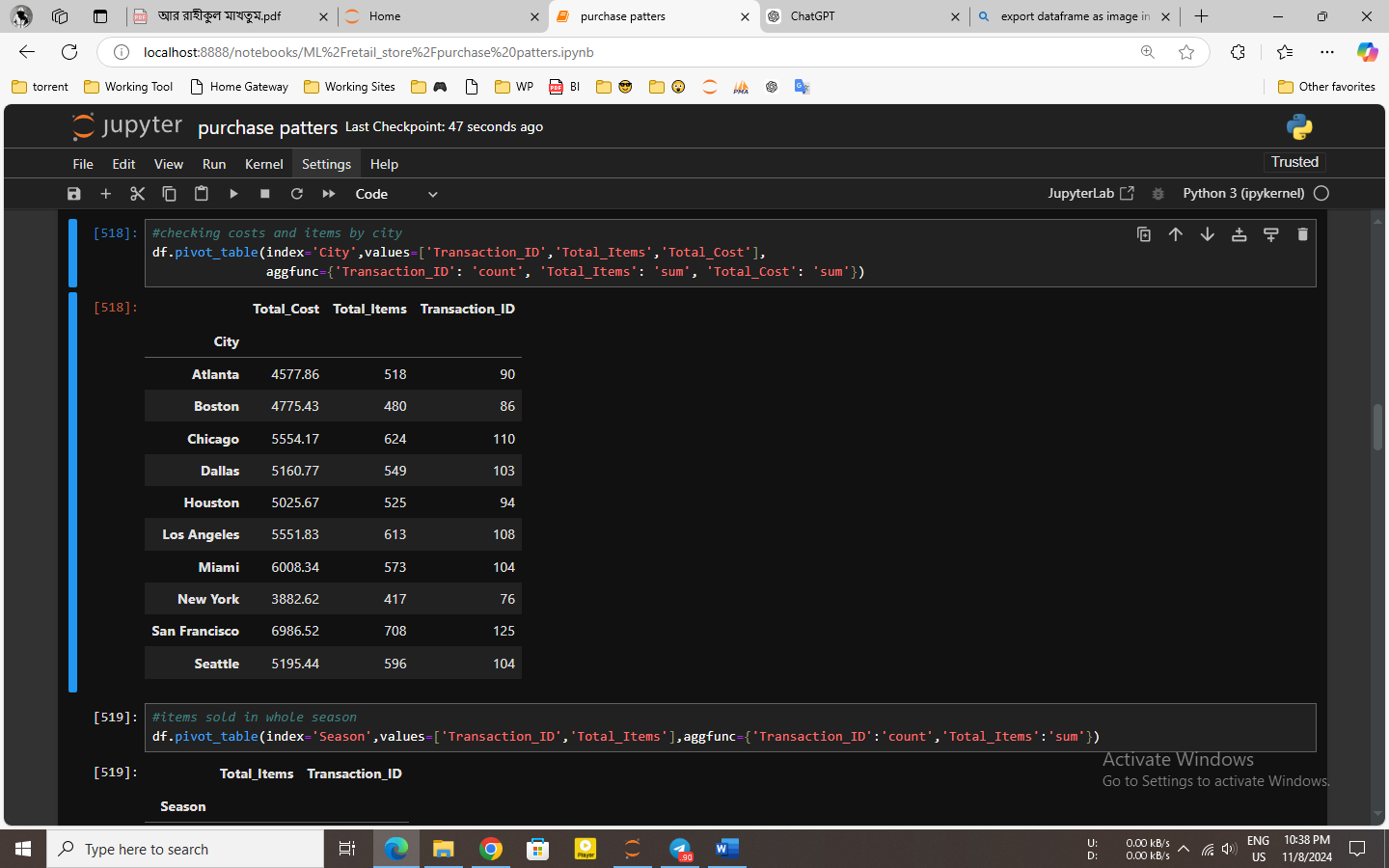


insights:

There is always a minimum no of sales in the summer and maximum no of sales in winter

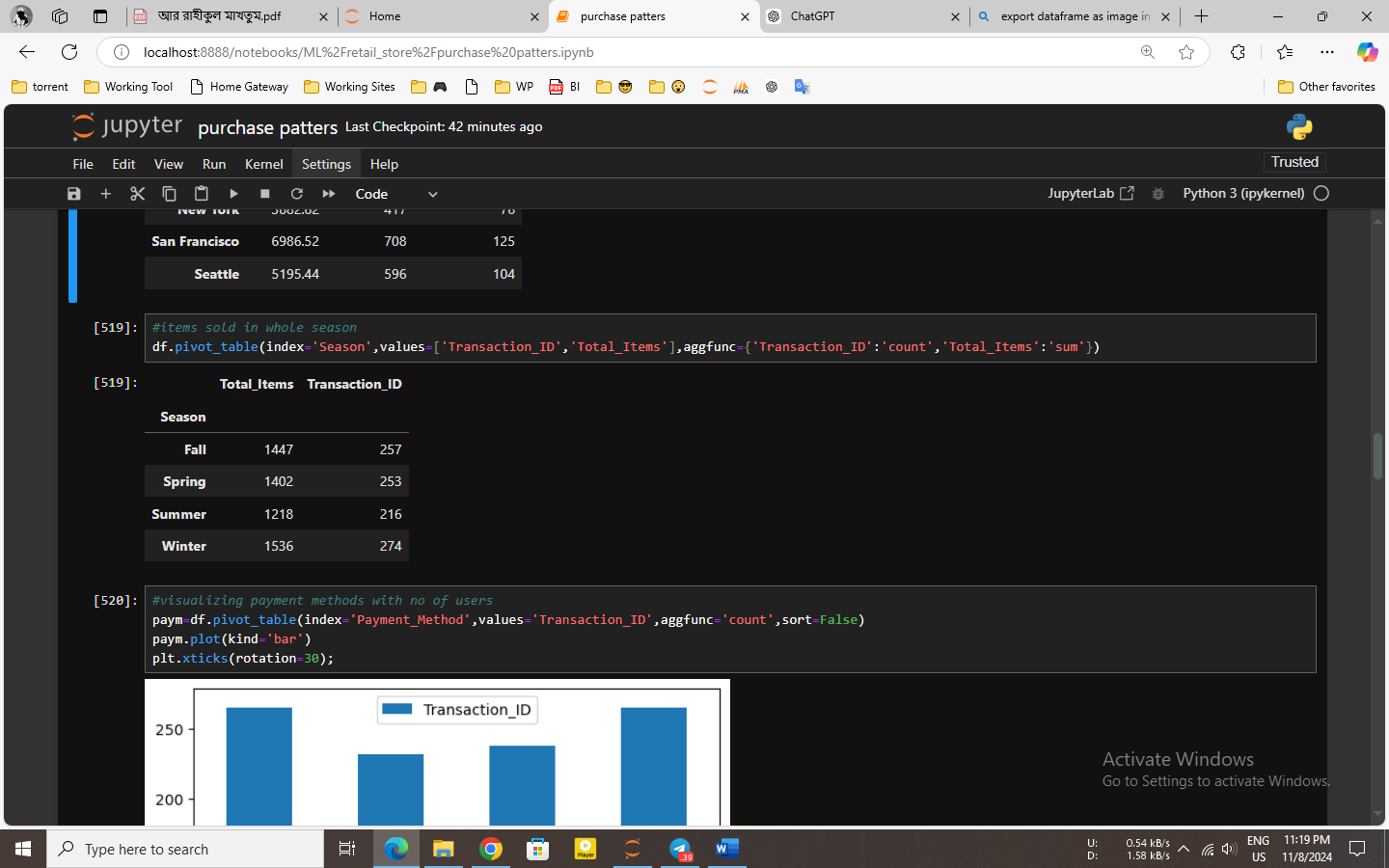
Comparatively less items sold in New York

City wise items and costs



Insights:

Season wise transactions and sold items

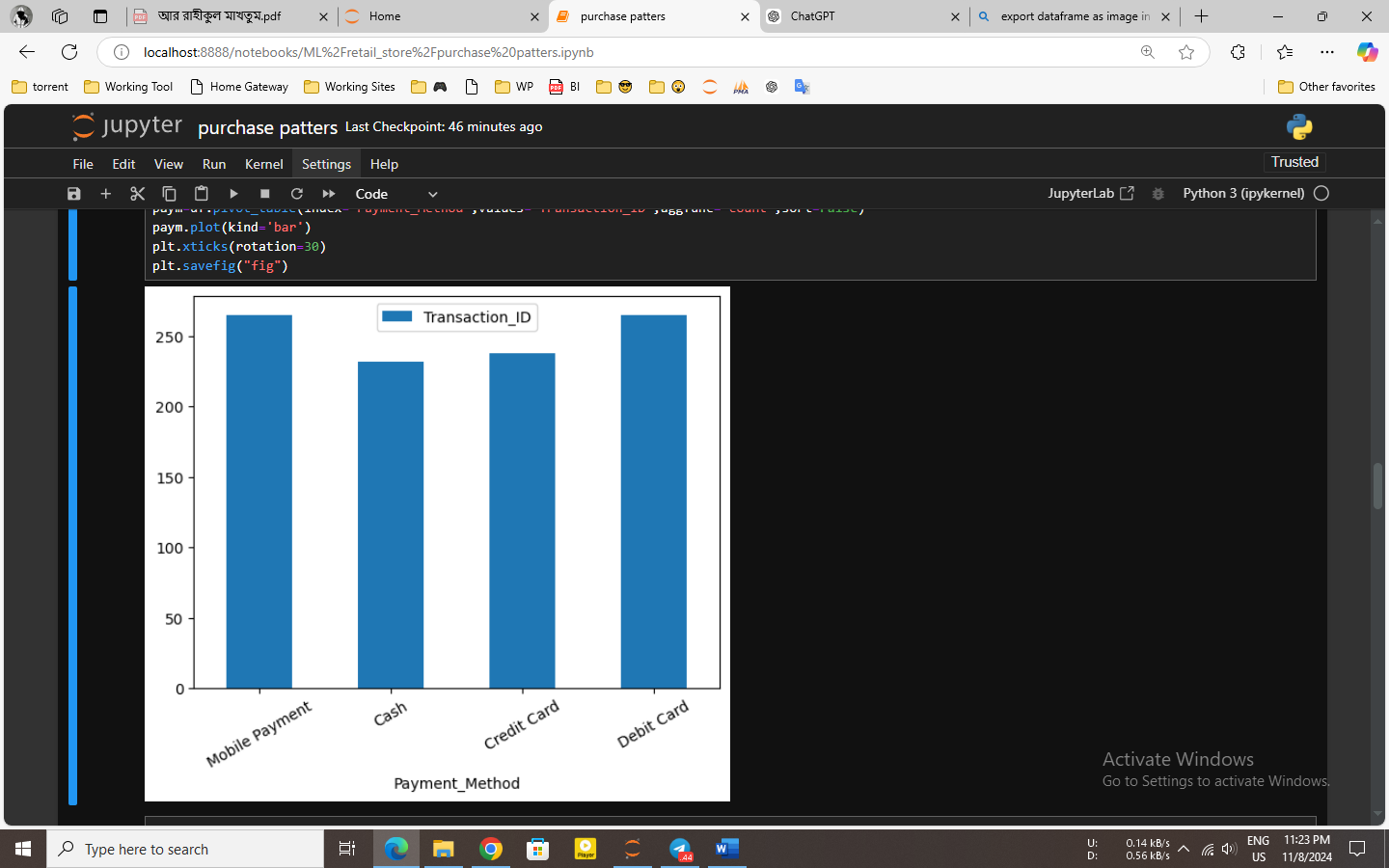


Insights:

Maximum no of transaction held in winter season

Maximum no of items sold in winter also

Payment methods with no of users

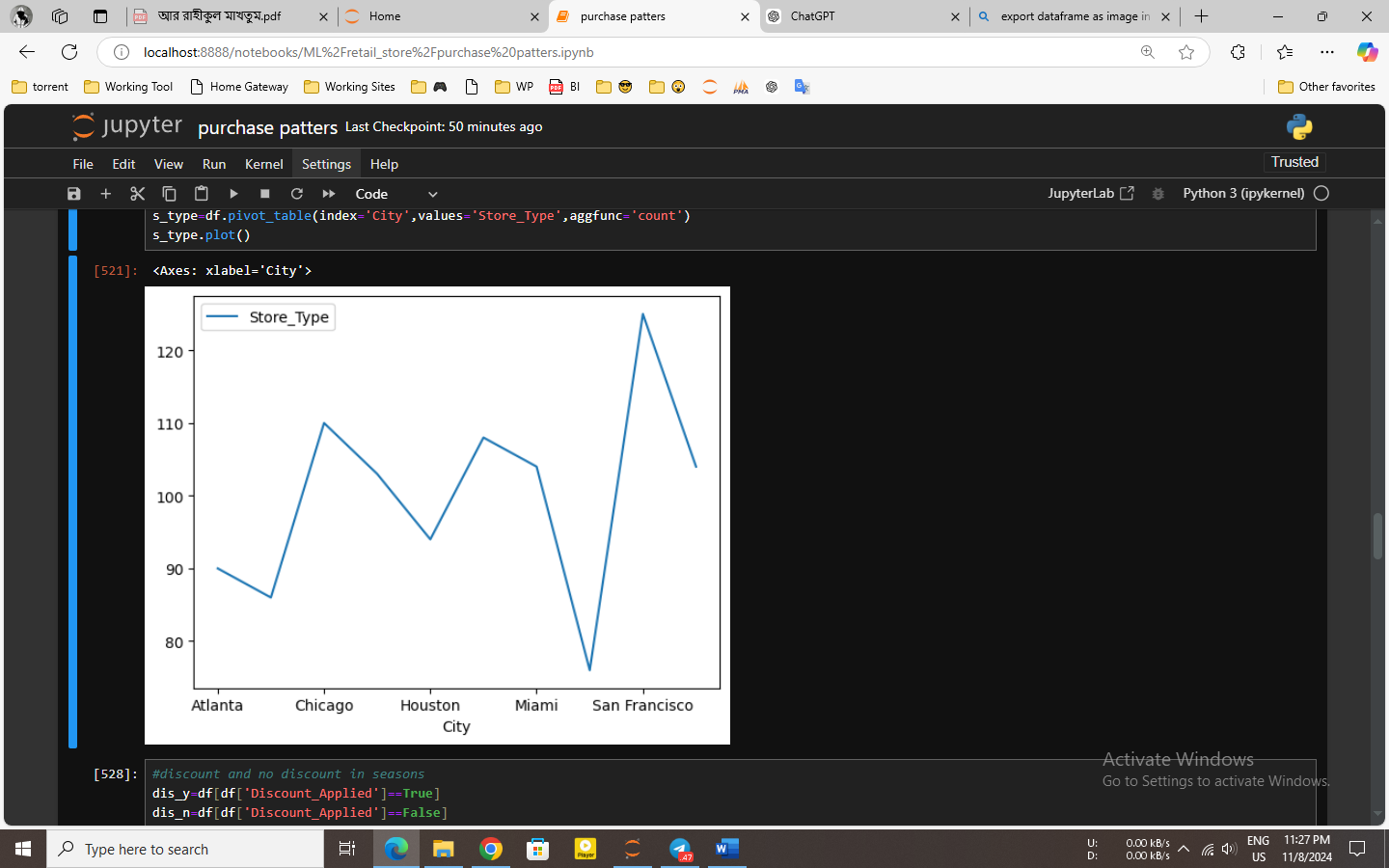


Insights:

Customers favourite choice of payment is mobile payment

They less like to pay with cash

No of store in cities

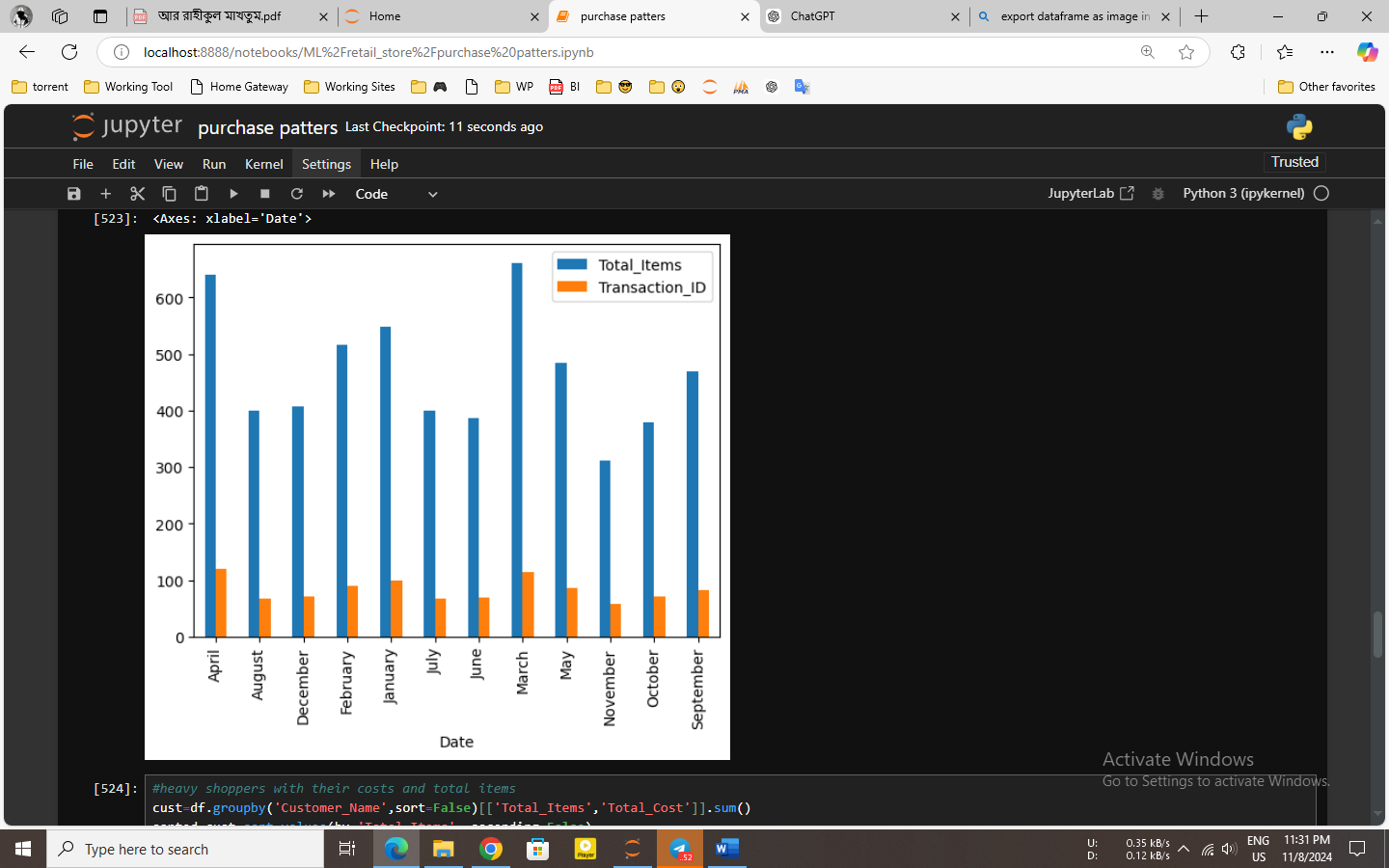


Insights:

San Francisco has maximum no of stores from other

No of store gives discount

monthly transactions and sold items

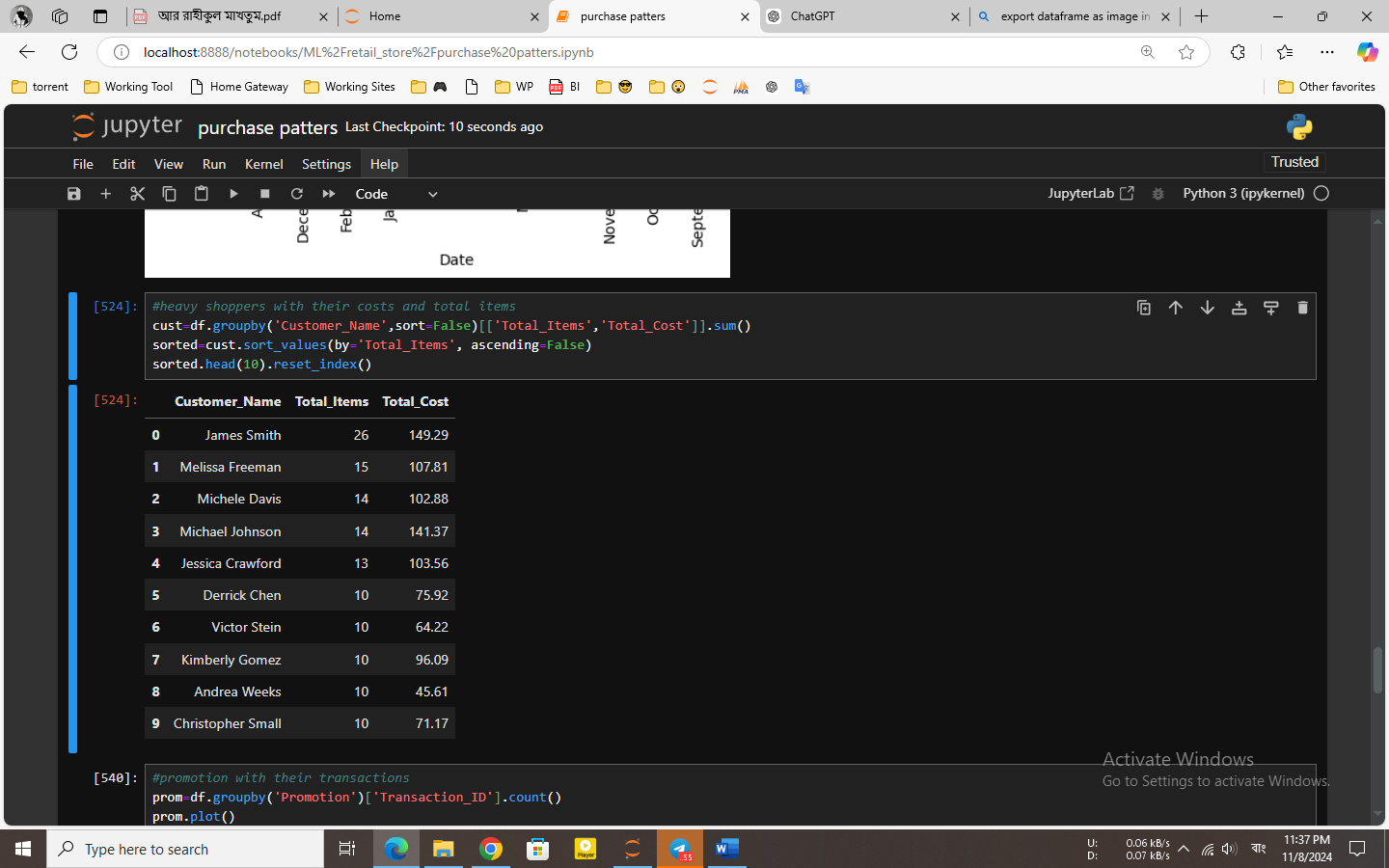


Insights:

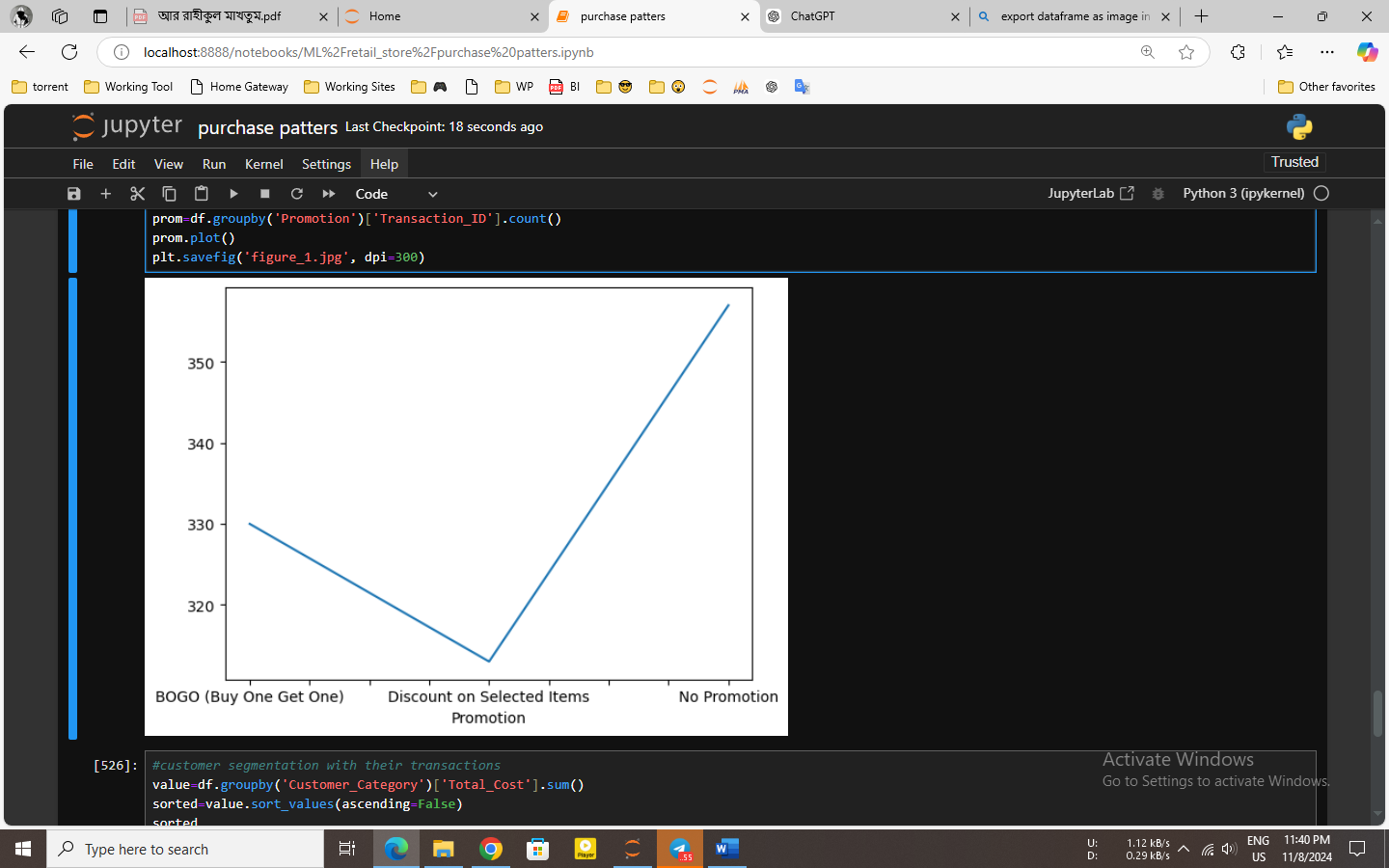
More transactions more items are sold

March month has maximum transactions which is in spring

Top 10 Heavy buyers



promotion with their transactions

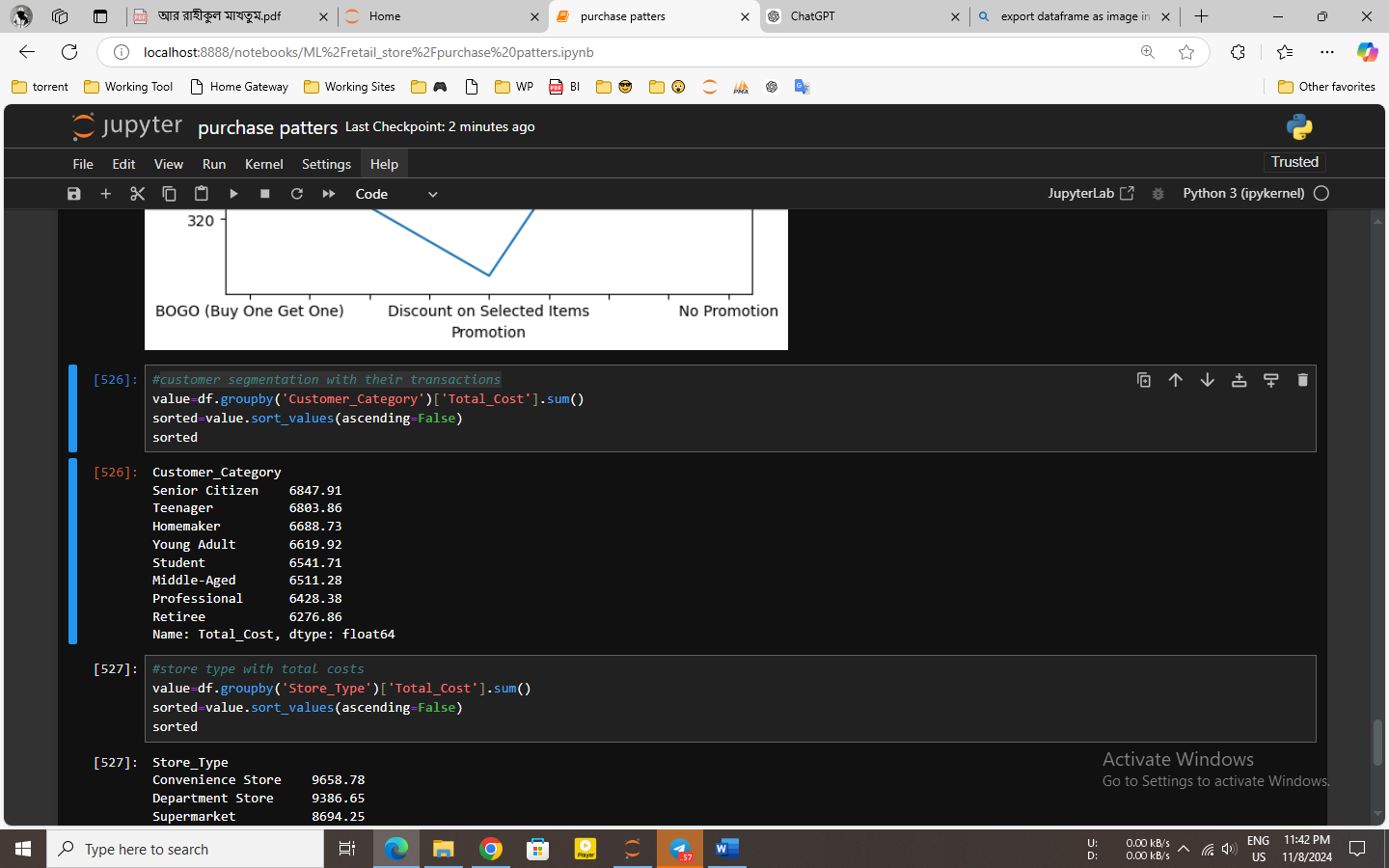


Insights:

In most of the transactions there are no promotions like BOGO or discount

In between discount and BOGO people prefer BOGO most

customer segment with their transactions

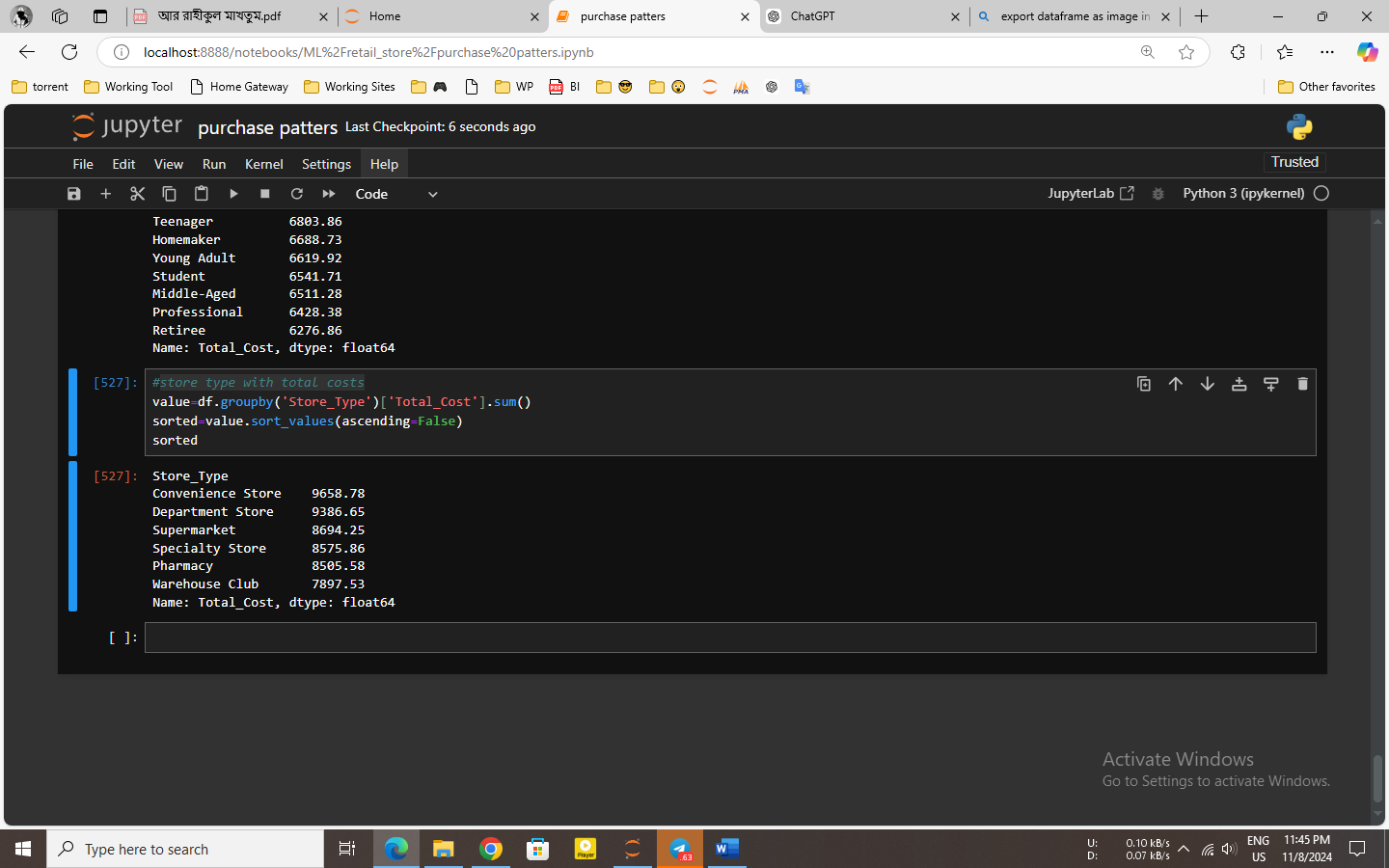


Insights:

Most of the senior citizens are invest in their items

Comparably retiree people are less invest in items

store type with total costs



Insights:

People maximum buy from Convenience Store and less buy from warehouse club