**Data Dictionary**

Id – Unique Customer Identifier

Age - Age of the Customer

Gender - Customer Gender

Loyalty Members - Indicates if the customer is part of loyalty program

Product Type - Category of the purchased product

Rating - Customer rating for the product/order

Order Status - Current status of the order

SKU - Stock Keeping Unit (product identifier)

Pay Method - Payment method used

Total Price - Total amount paid for the order

Unit Price - Price per unit of the main product

Quantity - Number of units purchased

Shipping Type - Shipping option selected

Add-ons - Additional products added to the order

Add-on total - Total cost of all add-ons

Number Add-ons - Count of additional products added

**Objectives**

* Product Performance
* Identify the top-performing product based on total units sold.
* Analyze sales trends over time for each product category to uncover seasonality or growth patterns.
* Measure the total number of products sold over the past year to assess overall sales performance.
* Determine which age group contributes the most to product purchases.
* Identify the top-rated products based on customer feedback and ratings.
* Analyze the reasons behind cancelled orders to identify potential process or customer experience issues.
* Explore product type preferences segmented by gender to understand customer interests.

Process

Replaced null values in Add-ons Purchased Column To N/A

Added new column that counts the number of the add-ons purchased

Added new column to indicate the age range of each customer

dominated gender