**A Day in the Life of a Data Analyst: Seasonal Spending Analysis**

**Scenario:**

You’re a data analyst working for **ShopEase**, an e-commerce platform specializing in diverse product categories like electronics, fashion, and home decor.

It’s 9 AM on a typical Monday, and you receive an urgent email from the **Marketing Manager**:

**Subject**: Need Customer Insights for Seasonal Offers

Hi,

We’re planning targeted seasonal campaigns for the upcoming months. Can you analyze the latest customer spending data to help us identify:

1. Key spending trends by month to guide seasonal campaigns.
2. High-spending customers or outliers we can target for premium offers.
3. Any unusual patterns or anomalies in spending.

Please provide actionable insights by the end of the day!

Thanks,  
Marketing Team