# RETAIL STORE CUSTOMER ANALYSIS

This project is related to the analysis of the customer visiting to the store and determining the frequency of purchased product and customer purchasing habit.
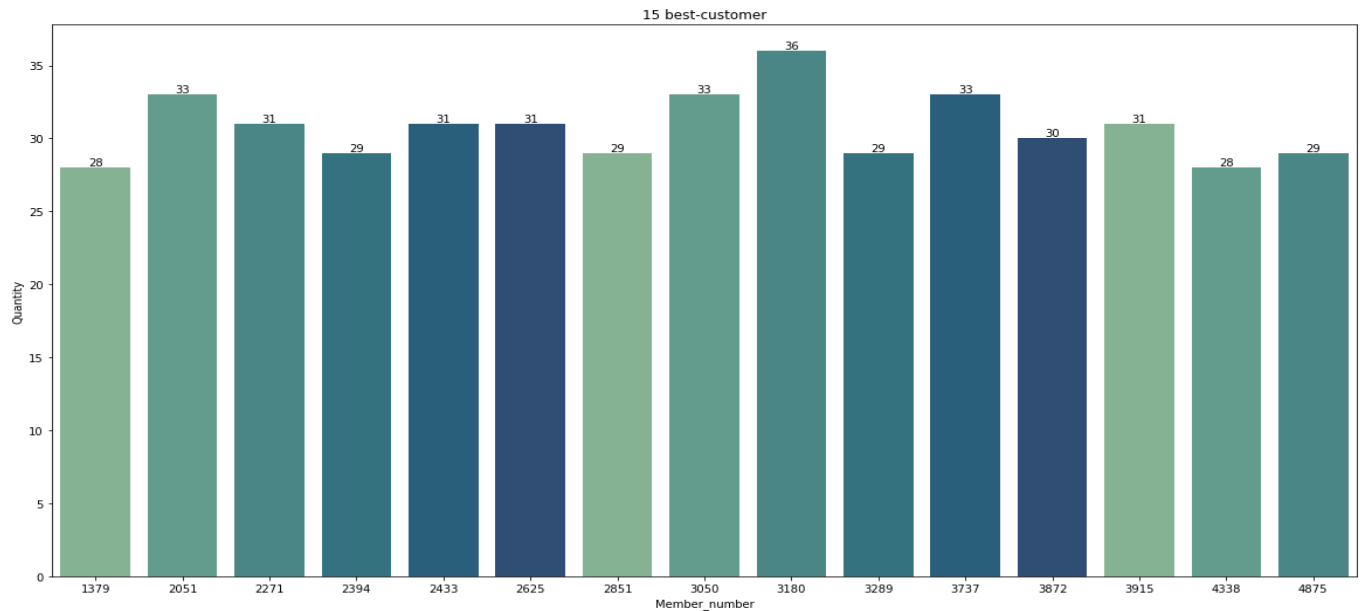
The analysis as follow shown in the graphical format:

1) 10 Less selling product-
   In this criterion we shortlisted the 10 product which are not purchased by customer frequently.


10 Less-selling products
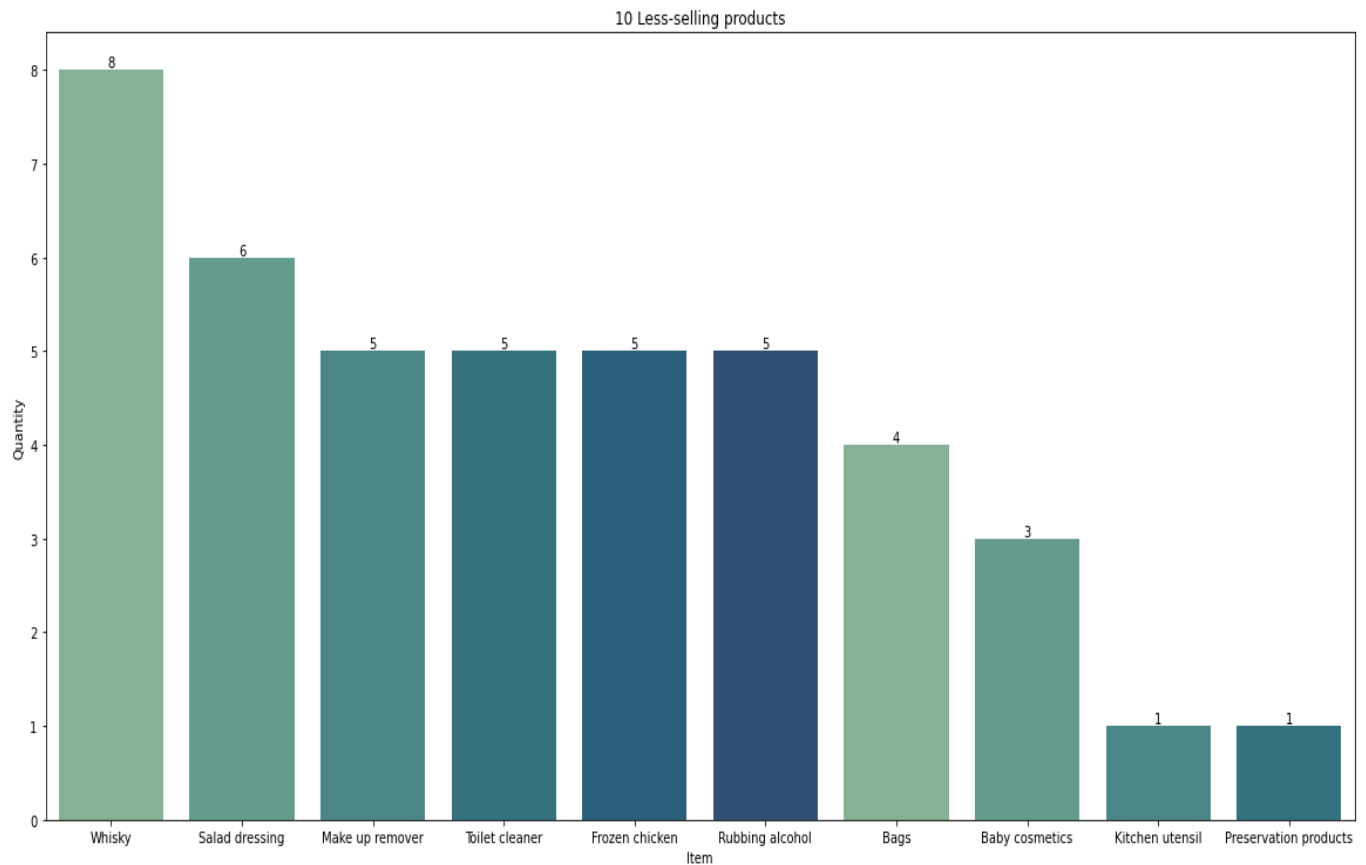
2) 15 best customer-
This criterion based on the analysis of customer who frequently keep visiting the shop and continuously purchasing the product.

15 best-customer

3) 15 bestselling product-
This is the criterion where we analyse the top 15 product which are popular in customer and frequently purchased by the customer.

15 best-selling products
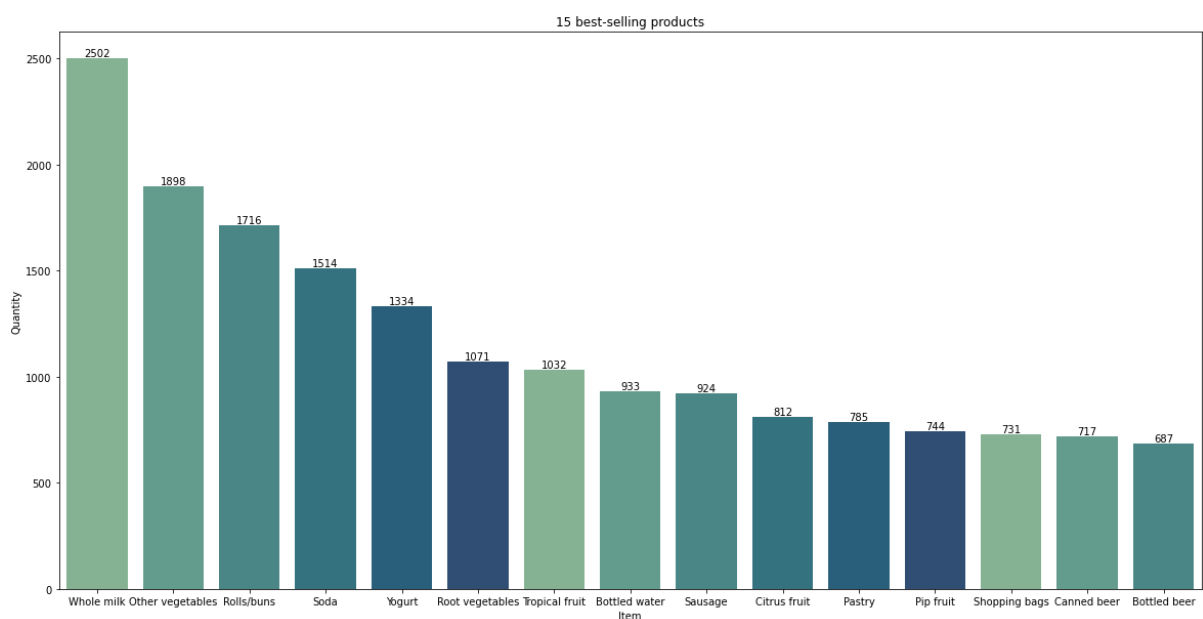
4) Sales by years, Months, Weekday-
   This criterion shows the analysis of sells by years, Months, Weekdays.

Sales by Years

2014 — 47.1%
2015 — 52.9%

Sales by Years

Year	Item
2014	18277
2015	20488

Total product sales by Week Day

Week Day	Quantity
Friday	5504
Monday	5299
Saturday	5397
Sunday	5624
Thursday	5754
Tuesday	5524
Wednesday	5663

Month	Quantity
April	3172
August	3498
December	3074
February	3032
January	3333
July	3268
June	3316
March	3283
May	3335
November	3273
October	3218
September	2963