

## Background

PetMind is a retailer of products for pets. They are based in the United States.

PetMind intends to know the categories of products for each pet that generates the most revenue and profit. This will help PetMind focus on specific categories of products for specific pets, and eventually help the business grow.

The retail company would also like to know how products that were bought repeatedly affected sales, that is, how much did those products generate in terms of revenue and profit.

Further Analysis should be carried out to see how the sizes has affected sales. This analysis will help PetMind understand the kind of pets most of their customers have. Knowing the pets customers keep will help the company improve inventory management and improve marketing tactics.

## Deliverables

1. A report documenting the steps you followed from the beginning of the project to the end.
2. Clean the dataset before analyzing anything. Note: Assess each column carefully.
3. Based on the insights you've extracted, give recommendations to PetMind along the lines of inventory management and Marketing tactics. (Use markdown for this).
4. A dashboard showing the most significant visuals of the insights generated.

## Data dictionary

product_id	The unique identifier of the product
category	The category of the product, one of 6 values (Housing, Food, Toys, Equipment, Medicine, Accessory)
animal	The type of animal the product is for. One of Dog, Cat, Fish, Bird
size	The size of animal the product is for. Small, Medium, Large
price	The price the product is sold at. Can be any positive value, round to 2 decimal places
sales	The value of all sales of the product in the last year
rating	Customer rating of the product from 1 to 10
repeat_purchase	Whether customers repeatedly buy the product. Yes or No.