Firstly, we identified the top 10 most valuable customers by purchase amount in 2021 and 2022. These customers were a mix of males and females, with ages ranging from 25 to 65 years old. They were loyal customers who frequently used the loyalty program and promo codes. Most of them were from Zurich and had made purchases in multiple product categories.

Secondly, we found that "Head & Shoulders Shampoo" from the "Hair Care category" was the most purchased product by customers. This indicates that the company should focus on promoting other products in the same category or cross-selling products from different categories.

Thirdly, we analysed the distribution of customers by gender, city, and age group. The dataset contained the same percentage of males and females, and most customers were from Zurich, followed by Geneva. The largest age group in the dataset was 26-35 years old. These insights can help the company to tailor its marketing strategies and product offerings to different customer segments.

Fourthly, we identified the total purchase amount by product category. "Hair care" had the highest total purchase amount, followed by "Personal care" and "Oral care” This indicates that the company should invest more resources in developing and promoting products in these categories.

Fifthly, we found that the most popular payment method used by customers was credit card, followed by debit card and online payment. The company should ensure that it provides a secure payment experience across different channels. We have also noticed the increase in the use of crypto when paying.

Sixthly, we identified that the most popular channel for customers to make purchases was online, followed by in-store and mobile. The company should continue to invest in its online platform and mobile app to improve the customer experience and increase sales.

Lastly, we found that the loyalty program enrollment rate was high, with more than 80% of customers enrolled in the program. We have noticed as I said before that the loyalty program is high, but that we must attract more customers in the interior of Switzerland, in the smaller cities like Bern, Lucerne, Winterthur among others. The company should leverage the popularity of the loyalty program to retain its loyal customers by providing personalized offers, rewards, and promotions.

In conclusion, the analysis of the Procter & Gamble dataset provides valuable insights into customer behavior and preferences. The company should use these insights to improve its marketing strategies, product offerings, and customer engagement to increase sales and retain loyal customers.