Diving into company data to see where the majority of the inflow of cash is coming from is a key concept in data analysis. In this exercise, I worked with a company to assist them in finding their top customers and products, and I helped them pinpoint the main demographics that the majority of their customers are classified in. One of the main focuses of every company is putting an emphasis on their sure-fire products, and finding ways to reward their top customers. This will help the organization make more money, and keep their loyal customers satisfied.

One of the trends in the data that I observed came in the Age Demographics. I noticed that the majority of the customers (%32.56) are of ages 19-22. Another interesting trend in the data was that 652 out of the 780 transactions came from males. The third trend that I noticed was that *Oathbreaker, Last Hope of the Breaking Storm* is the most popular product. Knowing this information will help the company know who their target audience is and who they need to pay more attention to. This information will also assist the company in knowing what their blockbuster product is, and how they can conform their library to administer to the preferences of their audience so as to bring more business in.