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Dataset: https://www.kaggle.com/datasets/angelobejaranociotti/retail-db

Retail Data Analysis: Unveiling Product Insights

The dataset comprises 5 tables — brands, finance, info, reviews, and traffic — extracted from sports retail stores and connected by product_id. Each table has 3179 rows, with column counts of 3, 9, 5, 8, and 3 respectively, totaling 28 columns. It offers a valuable perspective of the retail store that includes product brands, financial details, brand information, customer reviews, and website traffic. This dataset serves as a valuable asset for understanding and optimizing various facets of the retail industry, aiding businesses in strategic decision-making and market analysis.

Variable	Description
product_id	Unique identifier for each product
brand	Brand name associated with the product
modified_brand	Modified brand name (if any)
listing_price	Original listing price of the product
sale_price	Sale price of the product
discount	Discount percentage applied to the product
revenue	Revenue generated by the product
modified_listing_price	Modified listing price (if any)
modified_sale_price	Modified sale price (if any)
modified_discount	Modified discount percentage (if any)
modified_revenue	Modified revenue (if any)

product_name	Name of the product
description	Description of the product
modified_product_name	Modified product name (if any)
modified_description	Modified description of the product (if any)
rating	Rating of the product
reviews	Number of reviews for the product
Hour	Hour of the day when the review was posted
minute	Minute of the hour when the review was posted
real_rating	Real rating of the product (if any)
real_reviews	Real number of reviews for the product (if any)
last_visited	Last visited timestamp for the product
modified_last_visited	Modified last visited timestamp for the product (if any)

Case/Scenario: You're a data analyst for a global retail company with both online and physical stores, selling diverse products from brands like Nike and Adidas. Your job involves analyzing extensive databases covering sales, product details, customer reviews, website traffic, and financial records.

Question: What are the top 10 best-selling products across both online and physical stores, and how do their sales compare in terms of revenue and average price?