Context

Sales records for the year 2011-2014 with 3 Product, 17 sub-categories over different segments is recorded. Objective is to expand the business in profitable regions based on the growth percentage and profits.

Data Dictionary

Order ID: A unique ID given to each order placed.  
Order Date: The date at which the order was placed.  
Customer Name: Name of the customer placing the order.  
Country: The country to which the customer belongs to.  
State: The state to which the customer belongs from the country.  
City:Detail about the city to which the customer resides in.  
Region: Contains the region details.  
Segment:The ordered product belongs to what segment.  
Ship Mode: The mode of shipping of the order to the customer location.  
Category: Contains the details about what category the product belongs to.  
Sub : Category: Contains the details about what sub - category the product belongs to.  
Product Name:The name of the product ordered by the customer.  
Discount: The discount applicable on a product.  
Sales: The actual sales happened for a particular order.  
Profit: Profit earned on an order.  
Quantity:The total quantity of the product ordered in a single order.  
Feedback: The feedback given by the customer on the complete shopping experience. If feedback provided, then TRUE. If no feedback provided, then FALSE.

Inspiration

This data-set can be helpful to analyze data to develop marketing strategies and to measure parameters like customer retention rate,churn rate etc.

https://www.kaggle.com/datasets/braniac2000/retail-dataset