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Online Retail Data Set

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Abstract: This is a transnational data set which contains all the transactions occurring between 01/12/2010 and 09/12/2011 for a UK-based and registered non-store online retail.

Data Set Characteristics:	Multivariate, Sequential, Time-Series	Number of Instances:	541909	Area:	Business
Attribute Characteristics:	Integer, Real	Number of Attributes:	8	Date Donated	2015-11-06
Associated Tasks:	Classification, Clustering	Missing Values?	N/A	Number of Web Hits:	96310

Source:

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Data Set Information:

This is a transnational data set which contains all the transactions occurring between 01/12/2010 and 09/12/2011 for a UK-based and registered non-store online retail. The company mainly sells unique all-occasion gifts. Many customers of the company are wholesalers.

Attribute Information:

InvoiceNo: Invoice number. Nominal, a 6-digit integral number uniquely assigned to each transaction. If this code starts with letter 'c', it indicates a cancellation.

StockCode: Product (item) code. Nominal, a 5-digit integral number uniquely assigned to each distinct product.

Description: Product (item) name. Nominal.

Quantity: The quantities of each product (item) per transaction. Numeric.

InvoiceDate: Invoice Date and time. Numeric, the day and time when each transaction was generated.

UnitPrice: Unit price. Numeric, Product price per unit in sterling.

CustomerID: Customer number. Nominal, a 5-digit integral number uniquely assigned to each customer.

Country: Country name. Nominal, the name of the country where each customer resides.

Relevant Papers:

The evolution of direct, data and digital marketing, Richard Webber, Journal of Direct, Data and Digital Marketing Practice (2013) 14, 291–309.

Clustering Experiments on Big Transaction Data for Market Segmentation, Ashishkumar Singh, Grace Rumanthir, Annie South, Blair Bethwaite, Proceedings of the 2014 International Conference on Big Data Science and Computing.

A decision-making framework for precision marketing, Zhen You, Yain-Whar Si, Defu Zhang, XiangXiang Zeng, Stephen C.H. Leung c, Tao Li, Expert Systems with Applications, 42 (2015) 3357–3367.

Citation Request:

Daqing Chen, Sai Liang Sain, and Kun Guo, Data mining for the online retail industry: A case study of RFM model-based customer segmentation using data mining, Journal of Database Marketing and Customer Strategy Management, Vol. 19, No. 3, pp. 197–208, 2012 (Published online before print: 27 August 2012. doi: 10.1057/dbm.2012.17).

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