# Problem Statement

Explore and identify different segments present in the customer transaction data.

# DataSet

The dataset contains transactions on an e-commerce website between the period Feb 2018 to Feb 2019 from customers across different countries.

**File:** transaction\_data.csv

**Columns**

UserId - Unique identifier of a user.

TransactionId - Unique identifier of a transaction. If the same TransactionId is present in multiple rows, then all those products are bought together in the same transaction.

TransactionTime - Time at which the transaction is performed

ItemCode - Unique identifier of the product purchased

ItemDescription - Simple description of the product purchased

NumberOfItemsPurchased - Quantity of the product purchased in the transaction

CostPerItem - Price per each unit of the product

Country - Country from which the purchase is made.

# How We Evaluate

More weightage is given for EDA, data cleansing, and feature engineering.