CONTEXT

The online sector, referred to as “clicks,” has been slowly eating up market share in the past two decades.

E-commerce platform allows people to buy products from books, toys, clothes, and shoes to food, furniture, and other household items.

CONTENT

This is simple data set of US superstore from 2014-2018.

INSPIRATION

So,what questions can be answered looking at this data?

* How much profit is gained for each product?
* People from city/state shop the most? -Which customer is regular/loyal over the years?
* Products having high discount rate?

Would love to see your kernels too. Happy Kaggling !

Let us understand the attributes of this data set:

'Row ID' - This is nothing but Serial No. 'Order ID' - ID created when a product order is placed. 'Order Date' - Date on which a customer places his/her order. 'Ship Date' - Date on which the order is shipped. 'Ship Mode' - Mode of shipment of each order. 'Customer ID' - ID assigned to each customer who places an order. 'Customer Name' - Name of Customer. 'Segment' - Section from where the order is placed. 'Country' - Country details of this data set. We are looking only for US store data. 'City' - Cities of US are listed here. 'State' - States of US are listed here. 'Postal Code' - pin code  
'Region' - grouped into region wise 'Product ID' - Product ID of each product 'Category' - Category to which each product belongs to. 'Sub-Category' - Sub-Category of each Category 'Product Name' - Name of products. 'Sales' - Selling Price of each product. 'Quantity' - number of quantity available for a particular product. 'Discount' - Discount available on each product. 'Profit' - Profit gained on each product.