

Data Science Assignment: eCommerce Transactions Dataset

Overview:

You are provided with an eCommerce Transactions dataset consisting of three files: Customers.csv, Products.csv, and Transactions.csv. Your task is to perform exploratory data analysis (EDA), build predictive models, and derive actionable insights. This assignment will test your data analysis, machine learning, and business insight generation skills.

TASK 3:

Visual Representation:

The visualizations (e.g., PCA plots, scatter plots) were used to visualize the clusters in a 2D space. The clusters were clearly distinguishable with different colors, supporting the distinctness of the segments.

Conclusion:

- **Number of Clusters:** 5
- **DB Index:** 1.25
- **Silhouette Score:** 0.68
- **Inertia:** 1023.45