**Customer Shopping Trends Dataset**

Team-1

Team Members:

1. Rakesh Venigalla
2. Qibin Huang
3. Sandhya Karki

Description of the dataset:

The dataset contains customer information and purchase details, including customer age, gender, items purchased, purchase amount, location, product details, review ratings, subscription status, payment and shipping information, purchase history, and more. It can be used to analyze factors influencing purchase amounts and customer behaviour.

Smart Questions:

1. Which factors (such as customer age, item category, location) have the most significant impact on the purchase amount?

• Objective: Identify the key features that influence the purchase amount.

1. How do promotional codes and discounts affect purchase amounts, and which types of promotions result in the highest spending?

• Objective: Analyze the influence of promotional codes and discounts on purchase amounts.

Dataset Link and Information:

<https://www.kaggle.com/datasets/iamsouravbanerjee/customer-shopping-trends-dataset/data>

GitHub Repository:

<https://github.com/GW-datasci/DATS-6103-FA-23-SEC-11-TEAM-1.git>