<p align="center">**UNDERSTANDING THE DATASET**</p>
<p align="center">**TEAM ID : PNT2022TMID39035**</p>

Context

These days, online shopping is essential. It's difficult to just stroll into a store at random and buy whatever you want because of COVID. We are trying to comprehend a few things.

Customers Analysis

Calculate the frequency of purchases for each consumer to create a profile of the customers.

Do highly frequent clients contribute more money? If so, are they also profitable? If so, what is the overall profit margin?

which customer group is the most lucrative each year.

How are the customers spread out among the various nations?

Product Analysis

Which nation has the best sales?

What are the top five profitable product categories each year?

How do sales affect the product's price? Does the drop in price have any effect on sales on a daily basis?

What is the nationwide average delivery time (bar plot)?

we'll continue to update the analysis.

Content

Once you download the file the rows you see are the details of the order done online by people across the globe in the time frame 1-jan-2011 to 31-dec-2014. There are no missing values in the majority of columns except postal code, you can drop it if not required.