

UNDERSTANDING THE DATASET

Team ID	PNT2022TMID51031
Project Name	Global Sales Data Analytics

Context:

There are a lot of subsidiaries of the stores network which are scattered on various geographical locations. In this work we use the gathered sales datasets to understand the factors affecting the sales. Due to COVID pandemic it's not easy to walk in a store randomly and buy anything. To overcome this try to understand a few things like, Customer Analysis and Product Analysis of this Global Super Store.

Datasets:

Data Sets provide a structure to manage your uploaded data. A Data Set is a container that holds the data upload to Analytics. Data Sets control how uploaded data gets joined with existing data.

Customer Analysis:

Customer analysis is a way of analysing and using customer data while strategizing an organization's business plan. Customer analysis is a key element of customer acquisition strategies of marketing and advertising campaigns.

- Making profitable segments of customers as per similar traits and customers behavior.
- A better understanding of purchasing decisions patterns of new customers.
- Determine the needs of the Customer?
- Divide Customers into groups based on their purchases?
- The frequency of the purchase and the time interval between two purchases?

Product Analysis:

Product analysis is the process of gathering, defining, and analysing data about a product or service to make better decisions.

- How well your product meets customer needs
- Which country has the highest or lowest sales?
- What are the top five products which makes more profit in each year?
- Does the drop in price have any effect on sales on a daily basis?
- How do sales affect the product's price?

Content:

The rows you see when you download the file contain information about online orders placed by people all over the world between January 1, 2011, and December 31, 2014. Except for the postal code, which you can omit, if necessary, none of the other columns have any missing values.