

# UNDERSTANDING THE DATASET

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Project Name	Global Sales Data Analytics

## **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.

## **Context:**

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:**

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:**

A customer analysis (or customer profile) is a critical section of a company's business plan or marketing plan. It identifies target customers, ascertains the needs of these customers, and then specifies how the product satisfies these needs.

- Determine the needs of the Customer?
- Divide Customers into groups based on their purchases?
- Evaluate and Prioritize your best segments?
- Evaluate effectiveness of your strategies?

### **Product Analysis:**

Product analysis enable an organization to track and analyze its users' journeys from user activation through all other phases of use to understand what makes them engage with and return to the product.

Marketers understand what influences consumers buying decisions?

Evaluating the alternative of the products.