


UNDERSTANDING THE DATASET

TEAM ID	PNT2022TMID21528
PROJECT NAME	GLOBAL SALES DATA ANALYTICS
DATE	19 NOVEMBER 2022

DATASET : <https://www.kaggle.com/apoorvaappz/global-super-store-dataset>



+

Create

Home

Competitions

Datasets

Code

Discussions

Learn

More

Your Work

RECENTLY VIEWED

Jobs on Naukri.com

Video Game Sales

Search

APOORVA MAHALINGAPPA · UPDATED 2 YEARS AGO


56

New Notebook

Download (12 MB)

Global Super Store Dataset

Consumer and product Analytics on Global Super Store Data.



Data

Code (9)

Discussion (2)

About Dataset

Context

Shopping online is currently the need of the hour. Because of this COVID, it's not easy to walk in a store randomly and buy anything you want. I this I am trying to understand a few things like

- Customers Analysis

1. Profile the customers based on their frequency of purchase - calculate frequency of purchase for each customer
2. Do the high frequent customers are contributing more revenue
3. Are they also profitable - what is the profit margin across the buckets
4. Which customer segment is most profitable in each year.
5. How the customers are distributed across the countries- -

Usability ⓘ
8.24

License
[Database: Open Database, Cont...](#)

Expected update frequency
Monthly

The rows are the details of the order done online by people across the globe in the time frame 1-jan-2011 to 31-dec-2014.

Global_Superstore2.xlsx [Protected View] - Microsoft Excel (Product Activation Failed)																		
Protected View This file originated from an internet location and might be unsafe. Click for more details. Enable Editing																		
U16	0																	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	Row ID	Order ID	Order Date	Ship Date	Ship Mode	Customer	Customer Segment	City	State	Country		Postal Cod	Market	Region	Product ID	Category	Sub-Category	Status
2	32298	CA-2012-124891	31-07-2012	31-07-2012	Same Day	RH-19495	Rick Hansc Consumer	New York	New York	United States		10024	US	East	TEC-AC-10003033	Technology	Accessories	Active
3	26341	IN-2013-77878	05-02-2013	07-02-2013	Second Class	JR-16210	Justin Ritts Corporate	Wollongong	New South Wales	Australia				APAC	FUR-CH-10003950	Furniture	Chairs	Ch
4	25330	IN-2013-71249	17-10-2013	18-10-2013	First Class	CR-12730	Craig Reite Consumer	Brisbane	Queensland	Australia				APAC	TEC-PH-10004664	Technology	Phones	Ph
5	13524	ES-2013-1579342	28-01-2013	30-01-2013	First Class	KM-16375	Katherine I Home Offi	Berlin	Germany	Germany				EU	Central TEC-PH-10004583	Technology	Phones	Ph
6	47221	SG-2013-4320	05-11-2013	06-11-2013	Same Day	RH-9495	Rick Hansc Consumer	Dakar	Dakar	Senegal				Africa	TEC-SHA-10000501	Technology	Computers	Co
7	22732	IN-2013-42360	28-06-2013	01-07-2013	Second Class	JM-15655	Jim Mitchl Corporate	Sydney	New South Wales	Australia				APAC	TEC-PH-10000030	Technology	Phones	Ph
8	30570	IN-2011-81826	07-11-2011	09-11-2011	First Class	TS-21340	Toby Swin Consumer	Porirua	Wellington	New Zealand				APAC	FUR-CH-10004050	Furniture	Chairs	Ch
9	31192	IN-2012-86369	14-04-2012	18-04-2012	Standard Class	MB-18085	Mick Brow Consumer	Hamilton	Waikato	New Zealand				APAC	FUR-TA-10002958	Furniture	Tables	Ta
10	40155	CA-2014-135909	14-10-2014	21-10-2014	Standard Class	JW-15220	Jane Wacc Corporate	Sacramento	California	United States		95823	US	West	OFF-BI-10003527	Office Supplies	Binders	Bir
11	40936	CA-2012-116638	28-01-2012	31-01-2012	Second Class	JH-15985	Joseph Ho Consumer	Concord	North Carolina	United States		28027	US	South	FUR-TA-10000198	Furniture	Tables	Ta
12	34577	CA-2011-102988	05-04-2011	09-04-2011	Second Class	GM-14695	Greg Maxw Corporate	Alexandria	Virginia	United States		22304	US	South	OFF-SU-10002881	Office Supplies	Supplies	Su
13	28879	ID-2012-28402	19-04-2012	22-04-2012	First Class	AJ-10780	Anthony Jz Corporate	Kabul	Kabul	Afghanistan				APAC	Central Asi FUR-TA-10001889	Furniture	Tables	Ta
14	45794	SA-2011-1830	27-12-2011	29-12-2011	Second Class	MM-7260	Magdalen Consumer	Jizan	Jizan	Saudi Arabia				EMEA	TEC-CIS-10001717	Technology	Phones	Ph
15	4132	MX-2012-130015	13-11-2012	13-11-2012	Same Day	VF-21715	Vicky Frey Home Offi	Toledo	Parana	Brazil				LATAM	South FUR-CH-10002033	Furniture	Chairs	Ch
16	27704	IN-2013-73951	06-06-2013	08-06-2013	Second Class	PF-19120	Peter Fulle Consumer	Mudanjiang	Heilongjiang	China				APAC	North Asia OFF-AP-10003500	Office Supplies	Binders	Ap
17	13779	ES-2014-5099955	31-07-2014	03-08-2014	Second Class	BP-11185	Ben Peterr Corporate	Paris	Ile-de-France	France				EU	Central OFF-AP-10000423	Office Supplies	Binders	Ap
18	36178	CA-2014-143567	03-11-2014	06-11-2014	Second Class	TB-21175	Thomas B Corporate	Henderson	Kentucky	United States		42420	US	South	TEC-AC-10004145	Technology	Accessories	Ac
19	12069	ES-2014-1651774	08-09-2014	14-09-2014	Standard Class	PJ-18835	Patrick Jor Corporate	Prato	Tuscany	Italy				EU	South OFF-AP-10004512	Office Supplies	Binders	Ap
20	22096	IN-2014-11763	31-01-2014	01-02-2014	First Class	JS-15685	Jim Sink Corporate	Townsville	Queensland	Australia				APAC	Oceania TEC-CO-10000865	Technology	Computers	Co
21	49463	TZ-2014-8190	05-12-2014	07-12-2014	Second Class	RH-9555	Ritsa Hight Consumer	Uvinza	Kigoma	Tanzania				Africa	OFF-KIT-10004058	Office Supplies	Binders	Ap
22	46630	PL-2012-7820	08-08-2012	10-08-2012	First Class	AB-600	Ann Blume Corporate	Bytom	Silesia	Poland				EMEA	EMEA FUR-HON-10000224	Furniture	Tables	Ta
23	31784	CA-2011-154627	29-10-2011	31-10-2011	First Class	SA-20830	Sue Ann R Corporate	Chicago	Illinois	United States		60610	US	Central	TEC-PH-10001363	Technology	Phones	Ph
24	21586	IN-2011-44803	02-05-2011	03-05-2011	First Class	JK-15325	Jason Klan Corporate	Suzhou	Anhui	China				APAC	North Asia FUR-CH-10000027	Furniture	Chairs	Ch
25	13528	ES-2013-2860574	27-02-2013	01-03-2013	Second Class	LB-16795	Laurel Belt Home Offi	Edinburgh	Scotland	United Kingdom				EU	North OFF-AP-10003590	Office Supplies	Binders	Ap
26	1570	US-2014-133193	31-07-2014	01-08-2014	First Class	NP-18325	Naresj Pat Consumer	Juárez	Chihuahua	Mexico				LATAM	North TEC-PH-10004182	Technology	Phones	Ph
27	3484	MX-2014-165309	05-09-2014	08-09-2014	First Class	VD-21670	Valerie Do Consumer	Soyapango	San Salvador	El Salvador				LATAM	Central FUR-TA-10002827	Furniture	Tables	Ta
28	30191	IN-2011-10286	17-12-2011	20-12-2011	First Class	PB-19210	Phillip Brey Corporate	Taipei	Taipei City	Taiwan				APAC	North Asia FUR-TA-10004744	Furniture	Tables	Ta
29	11645	ES-2011-4699764	14-03-2011	17-03-2011	Second Class	EB-14110	Eugene Ba Consumer	Leipzig	Saxony	Germany				EU	Central OFF-AP-10004512	Office Supplies	Binders	Ap
30	37311	CA-2013-159016	11-03-2013	12-03-2013	First Class	KF-16285	Karen Ferg Home Offi	Los Angeles	California	United States		90008	US	West	TEC-PH-10002885	Technology	Phones	Ph
31	22999	IN-2012-44810	25-02-2012	25-02-2012	Same Day	BP-11230	Benjamin I Consumer	Surat	Gujarat	India				APAC	Central Asi FUR-CH-10001415	Furniture	Chairs	Ch
32	220	US-2011-128776	28-12-2011	30-12-2011	Second Class	RR-19525	Rick Reed Corporate	Santo Don	Santo Don	Dominican Republic				LATAM	Caribbean TEC-PH-10002815	Technology	Phones	Ph
33	10648	ES-2012-5870268	17-07-2012	19-07-2012	First Class	BS-11365	Bill Shonel Corporate	Saint-Brieux	Brittany	France				EU	Central TEC-MA-10000161	Technology	Mobiles	Mi
34	32735	CA-2012-139731	15-10-2012	15-10-2012	Same Day	JE-15745	Joel Eaton Consumer	Amarillo	Texas	United States		79109	US	Central	FUR-CH-10002024	Furniture	Chairs	Ch
35	21286	IN-2011-28087	03-11-2011	05-11-2011	Second Class	DP-13105	Dave Poiri Corporate	Gold Coast	Queensland	Australia				APAC	Oceania OFF-AP-10004246	Office Supplies	Binders	Ap