Understanding the 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. So, try to understand a few things like Customer Analysis and Product Analysis of this Global Super Store.

Customers Analysis

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

Product Analysis

- Which country has top sales?
- Which are the top 5 profit-making product types on a yearly basis
- How does the product price vary with sales - Is there any increase in sales with the decrease in price at a day level
- What is the average delivery time across the counties
- I will keep updating the analysis.

Content

In the dataset 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 most columns except postal code, you can drop it if not required.