

# UNDERSTANDING THE DATASET

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Project Name	Project – 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:**

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?

Create Customers personas?

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.

Track your marketing efforts?

Look at Competitor's strategies?

Stay Flexible?

Marketers understand what influences consumers buying decisions?

Evaluating the alternative of the products.

**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.