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:

- Analyze the customers based on their frequency of purchase - calculate frequency of purchase for each and every customer.
- Do the high frequent customers contribute more revenue?
- How much are they 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 is the product price varying 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?
- Record this data in visual dashboards.

Content:

- Once you download the file 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 the majority of columns except postal code, you can drop it if not required