

# **UNDERSTANDING THE DATASET**

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## **DATASETS:**

Data Sets provide a structure to manage your uploaded data. A Data Set is a container that holds the data you upload to Analytics. Data Sets control how uploaded data gets joined with existing data.

## **CONTEXT:**

This research is aimed at designing and implementing of analysis sales system for Online food delivery. It is set of alleviating the problems the company encountered during sales computation in the past. It describes and explain the computerization of sales and how to calculate due cash sold by the cashier and sales person. The project gives a detailed way of calculating the entire sales record of Online food delivery PLC, including their budgeting, sales record, transaction, stock at hand etc. and how the result is stored in the database of the company as well as the system required for the computerization and tabulation of different financial areas of the company. This project is also of great advantages because it helps to analysis sales record and calculation, daily sales of the company, this is done to reduce insecurity of the company fund and sales record, because it is, manually done, the record may be incorrect.

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## **CUSTOMER ANALYSIS:**

Customer analysis is a way of analysing and using customer data while strategizing an organization's business plan. Customer analysis is a key element of customer acquisition strategies of marketing and advertising campaigns.

- Identifying who your customers are
- Making profitable segments of customers as per similar traits and customers behaviour
- A better understanding of ordering decisions patterns of new customers
- Designing personalized content and marketing strategy on best- suited marketing channels
- Extended decision making by suggesting significant modifications so product or service meets customer needs

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- **PRODUCT ANALYSIS:**

Product analysis is the process of gathering, defining, and analysing data about a product or service to make better decisions.

- How well your product meets customer needs? .
- Which country has the highest or lowest sales?

- What are the top ten products which makes more profit in each year?
- the overall cost of the goods
- How do sales affect the product's price
- Is there any increase in sales with the decrease in price at a day
- Based on location how the product delivery time varies

## **CONTENT:**

After downloading the given dataset, we can see that the file contains the details of the online orders done by people across the globe within the time frame 1, January 2011 – 31, December 2014. Except the postal code column no other columns have missing values, which can be omitted.