UNDERSTANDING THE DATASET

Team ID	PNT2022TMID31162
Project Name	Global Sales Data Analytics

Content:

When you download the dataset, you will see rows that detail online orders made by people worldwide between January 1, 2011, and December 31, 2014.

Context:

Due to the COVID epidemic, it is difficult to enter a store at random and make a purchase. To get over this, strive to comprehend a few things, such as this global superstore's customer analysis and product analysis.

Datasets:

The data upload to Analytics is contained in a Data Set. The joining of submitted data with already-existing data is controlled by data sets.

Customer Analysis:

A company's business strategy or marketing plan must include a section on customer analysis (also known as customer profile). It names the target audience, determines their wants, and then describes how the product satisfies those needs.

o Identify the customer's needs?

o Group customers depending on the items they have purchased?

o How do you rank and evaluate your strongest segments?

o Assess the success of your strategies?

Product Analysis:

A business can track and analyze the user journeys from user activation through all other stages of use using product analysis to learn what motivates users to interact with and keep using the product.

Marketers are aware of the factors influencing consumers' purchasing decisions.

Assessing the products' alternatives.