

Name of the dataset - Walmart_Sales.csv

Source - Kaggle

Objective

- To study customer trends
- To optimise sales trends

Constraints

- Competitive Market
- Data Quality

No. of Columns - 17

Dimensions - (1000, 17)

Database - MySQL

DATA DESCRIPTION

COLUMN NAME	DATA TYPE	DESCRIPTION
Invoice_id	VARCHAR	Invoice of the sales made
Branch	VARCHAR	Branch at which sales were made.
City	VARCHAR	The location of the branch
Customer Type	VARCHAR	The type of the customer
Gender	VARCHAR	Gender of the customer making purchase
Product line	VARCHAR	Product line of the product sold
Unit_price	FLOAT	The price of each product
Quantity	INT	The amount of the product sold
Tax 5%	FLOAT	The amount of tax on the purchase

Total	DECIMAL	The total cost of the purchase
Date	DATE	The date on which the purchase was made
Time	TIMESTAMP	The time at which the purchase was made
Payment Method	DECIMAL	The total amount paid
cogs	DECIMAL	Cost Of Goods sold
Gross_margin_percentage	FLOAT	Gross margin percentage
Gross_income	DECIMAL	Gross Income
Rating	FLOAT	Rating

- Performed comprehensive data analysis to understand product performance, sales trends, customer segments, and profitability, facilitating strategy optimization.

STEPS USED

- Data Cleaning
- Feature Engineering
- Business Moments
- EDA