FASTcommerce_Business-Intelligence

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Dataset Link:
https://www.kaggle.com/mkechinov/ecommerce-behavior-data-from-multi-category-store?select=2019-Oct.csv

Kaggle Description: This file contains behavior data for 7 months (from October 2019 to April 2020) from a large multi-category online store. Each row in the file represents an event. All events are related to products and users. Each event is like a many-to-many relation between products and users. Data collected by the Open CDP project.

Missing Values: Yes
Need for Categorical Variable to Numerical Variable Transformation?: Yes

Potential Data Analysis Questions:
1. Product with most views?
2. Most expensive product viewed?
3. Least expensive product viewed?
4. User who viewed most products?
5. User who viewed the most expensive product?
6. User who viewed the least expensive product?
7. Category with most product views?
8. Category with most expensive product?
9. Category with least expensive product?