

Dataset Selection Document

Business Area and Why We Chose It

- **Business Area:** E-commerce (Online Shopping)
- **Reason:** This type of data is great for showing off important analysis skills. We can easily see which customers are the best, how sales change over time, and what products people like most.

Data Source

- **File Name:** `ecommerce_dataset_updated.csv`
- **Data Source:** [Dataset](#)

What the Data Contains

The data has 3,660 unique purchase records, where each record is one product bought by a customer. The key information includes:

- Who bought the product (`User_ID`)
- What product was bought (`Product_ID` and `Category`)
- How much does it cost before and after the discount
- How the customer paid (`Payment_Method`)
- When the purchase happened (`Purchase_Date`)

Main Questions We Want to Answer

1. **Who are our best customers?** We want to split customers into different groups based on their spending and buying habits.
 2. **Which products sell best?** We will see which categories bring in the most money and how much we have to discount them.
 3. **When do people buy the most?** We will look for busy months and days of the week.
 4. **How does the payment method change how much people spend?** We want to know if one payment type leads to bigger shopping carts.
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