

Case Studies [Duration: 2 days]

Customer Insights

What ?

To find all possible insights (min 5) from a customers' two years transaction detail.

Why ?

To evaluate the thinking capacity of the candidate.

Dataset Information:

Please find the dataset [here](#).

- Shape: (1067371, 8)
- Column:
 1. InvoiceNo - Invoice number. Nominal. A 6-digit integral number uniquely assigned to each transaction. If this code starts with the letter 'c', it indicates a cancellation.
 2. StockCode - Product (item) code. Nominal. A 5-digit integral number uniquely assigned to each distinct product.
 3. Description - Product (item) name. Nominal.
 4. Quantity - The quantities of each product (item) per transaction. Numeric.
 5. InvoiceDate - Invoice date and time. Numeric. The day and time when a transaction was generated.
 6. UnitPrice - Unit price. Numeric. Product price per unit in sterling (£).
 7. CustomerID - Customer number. Nominal. A 5-digit integral number uniquely assigned to each customer.
 8. Country - Country name. Nominal. The name of the country where a customer resides.

Expectation:

- Visualisation to understand customer behaviour and key takeaways.

Format:

- You are requested to share the .sql/.py/.ipynb file with us to evaluate the result.
- Share your methodology, result and recommendation in a presentation.