Customer Shopping Dataset – Retail Sales Data

Third Team

Team Members:

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Description of the dataset:

The Istanbul Shopping Dataset is a comprehensive collection of shopping data obtained from ten different malls in Istanbul between 2021 and 2023. Invoice numbers, client IDs, age, gender, payment methods, product categories, quantity, price, order dates, and shopping mall locations are all included. This dataset is a fantastic resource for researchers, data analysts, and machine learning enthusiasts interested in uncovering trends and patterns in Istanbul’s buying behavior. This dataset, which includes 99458 records, and 10 fields provides a base for companies wishing to use data-driven insights for better decision-making and customer-centric initiatives.

Smart Questions:

1. What is the gender and age distribution of your customers, is it possible to discern trends or patterns in shopping behavior based on gender and age?
2. Do younger customers spend more on certain product categories than older customers, Is there a link between a customer's age and their chosen shopping mall?
3. What is the most popular payment method among customers, Is there a link between the payment method and the shopping location?
4. Is there a link between the number of prorates? purchased and the total cost, do specific product categories have greater purchase rates?

Dataset Link and Information:

<https://www.kaggle.com/code/mostafaabdelbadie/customer-shopping-dataset-retail-sales-data-eda/input>

GitHub Repository:

<https://github.com/Rakeshvenigalla/third-team.git>