**About Dataset**

**Dataset Description: E-commerce Customer Behaviour**

**Overview:**  
This dataset provides a comprehensive view of customer behaviour within an e-commerce platform. Each entry in the dataset corresponds to a unique customer, offering a detailed breakdown of their interactions and transactions. The information is crafted to facilitate a nuanced analysis of customer preferences, engagement patterns, and satisfaction levels, aiding businesses in making data-driven decisions to enhance the customer experience.

**Columns:**

1. **Customer ID:**
   * *Type:* Numeric
   * *Description:* A unique identifier assigned to each customer, ensuring distinction across the dataset.
2. **Gender:**
   * *Type:* Categorical (Male, Female)
   * *Description:* Specifies the gender of the customer, allowing for gender-based analytics.
3. **Age:**
   * *Type:* Numeric
   * *Description:* Represents the age of the customer, enabling age-group-specific insights.
4. **City:**
   * *Type:* Categorical (City names)
   * *Description:* Indicates the city of residence for each customer, providing geographic insights.
5. **Membership Type:**
   * *Type:* Categorical (Gold, Silver, Bronze)
   * *Description:* Identifies the type of membership held by the customer, influencing perks and benefits.
6. **Total Spend:**
   * *Type:* Numeric
   * *Description:* Records the total monetary expenditure by the customer on the e-commerce platform.
7. **Items Purchased:**
   * *Type:* Numeric
   * *Description:* Quantifies the total number of items purchased by the customer.
8. **Average Rating:**
   * *Type:* Numeric (0 to 5, with decimals)
   * *Description:* Represents the average rating given by the customer for purchased items, gauging satisfaction.
9. **Discount Applied:**
   * *Type:* Boolean (True, False)
   * *Description:* Indicates whether a discount was applied to the customer's purchase, influencing buying behaviour.
10. **Days Since Last Purchase:**
    * *Type:* Numeric
    * *Description:* Reflects the number of days elapsed since the customer's most recent purchase, aiding in retention analysis.
11. **Satisfaction Level:**
    * *Type:* Categorical (Satisfied, Neutral, Unsatisfied)
    * *Description:* Captures the overall satisfaction level of the customer, providing a subjective measure of their experience.

**Use Cases:**

1. **Customer Segmentation:**
   * Analyse and categorize customers based on demographics, spending habits, and satisfaction levels.
2. **Satisfaction Analysis:**
   * Investigate factors influencing customer satisfaction and identify areas for improvement.
3. **Promotion Strategy:**
   * Assess the impact of discounts on customer spending and tailor promotional strategies accordingly.
4. **Retention Strategies:**
   * Develop targeted retention strategies by understanding the time gap since the last purchase.
5. **City-based Insights:**
   * Explore regional variations in customer behaviour to optimize marketing efforts based on location-specific trends.

**Note:** This dataset is synthetically generated for illustrative purposes, and any resemblance to real individuals or scenarios is coincidental.