

Customer Behavior Case Study

Data Analysis Project

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Client/Sponsor: AnalytixLabs Co.

Transactions.csv

- 23053 Rows & 10 columns
- 3 years worth of transactions
- A csv file that are records of customers' transactions including:
 - Transaction ID number
 - Customer ID number
 - Date of purchase
 - Product Sub-Department ID number (The ID for a specific product from a specific department)
 - Product ID number
 - Quantity purchased
 - Sales Tax rate
 - Tax
 - Total
 - Store type (if it was purchased online or in-person)
- As this is a practice project, this dataset is meant to be used for practice. Therefore, it does not pass ROCCC. However, this dataset comes from SQL CASE STUDY – BASIC from AnalytixLabs Co.
(<https://github.com/Jeet3003/Retail-Data-Analysis-Case-Study/blob/main/Retail%20data%20analysis.pdf>)
- It can be located under downloads -> Case Study 1
- It has been converted into an excel file

Customer.csv

- 5647 Rows & 4 columns
- A csv file that are records of customers' information including:
 - Customer ID number
 - Date of birth
 - Gender

- City code or zip code
- As this is a practice project, this dataset is meant to be used for practice. Therefore, it does not pass ROCCC. However, this dataset comes from SQL CASE STUDY – BASIC from AnalytixLabs Co.
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Prod_cat_info.csv

- 23 Rows & 4 columns
- A csv file that are records of product information including:
 - Product ID number
 - Product Sub-Department ID number
 - Product type or category
 - Product sub-category (specific department of the store this product belongs)
- As this is a practice project, this dataset is meant to be used for practice. Therefore, it does not pass ROCCC. However, this dataset comes from SQL CASE STUDY – BASIC from AnalytixLabs Co.
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