E commerce project

In this project we are using the E commerce data set and derive teh following insights.

1. RFM Analysis

Segment customers based on Recency (when they last made a purchase), Frequency (how often they purchase), and Monetary Value (how much they spend)

1. Basket Analysis

Determine which products are frequently ordered together by the same customers

Initially the given data has 185950 rows and 13 columns .

So I created a table with 13 columns and imported the data into the table using Postgresql and PgAdmin.

Then cleaned the data by correcting the date format.

The first question was solved using the Aggrgation functions.

The second question was about finding the combinations but after analysing the data I found out that mostly no **same** customer bought the same 2 items repeatedly. But found the combination iphone and lighting charging cable is the mostly bought combo by all customers.

*Thank you*