Dataset description: Transaction data has been provided from 1st Jan 2019 to 31st Dec 2019.

The datasets below have been provided.

Online_Sales.csv: This file contains actual orders data (point of Sales data) at the transaction level with the following variables.
1. CustomerID: Customer unique ID
2. Transaction_ID: Transaction Unique ID
3. Transaction_Date: Date of Transaction
4. Product_SKU: SKU ID – Unique Id for product
5. Product_Description: Product Description
6. Product_Cateogry: Product Category
7. Quantity: Number of items ordered
8. Avg_Price: Price per one quantity
9. Delivery_Charges: Charges for delivery
10. Coupon_Status: Any discount coupon applied

Customers_Data.csv: This file contains customer's demographics.
1. CustomerID: Customer Unique ID
2. Gender: Gender of the customer
3. Location: Location of Customer
4. Tenure_Months: Tenure in Months

Discount_Coupon.csv: Discount coupons have been given for different categories in different months
1. Month: Discount coupon applied in that month
2. Product_Category: Product category
3. Coupon_Code: Coupon Code for the given Category and the given month
4. Discount_pct: Discount Percentage for the given coupon

Marketing_Spend.csv: Marketing spend on both offline & online channels on day day-wise.
1. Date: Date
2. Offline_Spend: Marketing spend on offline channels like TV, Radio, NewsPapers, hoardings, etc.
3. Online_Spend: Marketing spend on online channels like Google keywords, Facebook, etc.

Tax_Amount.csv: GST Details for given category
1. Product_Category: Product Category
2. GST: Percentage of GST