

Google Store Ecommerce Dataset understanding

Key SKU (Shape: 1178*2)

Columns	Dtype	UV	MV
Product SKU	obj	1178	0
Stock Code	int	1178	0

Marketing Spent (Shape: 365*3)

Columns	Dtype	UV	MV
Date	obj	365	0
Offline Spend	int	11	0
Online Spend	float	365	0

Note: Min Date: 01 Jan 2017
Max Date: 31 Dec 2017

1. Join Online and Marketing spent on Date

Online (Shape: 54144*10)

Columns	Dtype	UV	MV
Transaction ID	int	25220	0
Date	int	365	0
Product SKU	obj	1178	0
Product	obj	434	0
Product Categories	obj	20	1216
Quantity	float	151	5
Avg Price	float	564	0
Revenue	float	6064	0
Tax	float	3844	0
Delivery	float	267	0

Note: Min Date: 01 Jan 2017
Max Date: 31 Dec 2017

Retail (Shape: 181247*4)

Columns	Dtype	UV	MV
Invoice No	int	16522	0
Invoice Date	obj	292	0
Stock Code	int	1178	0
Quantity	int	149	0

Note:
UV: Unique values count
MV: Missing values count

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