**About Dataset**

**Source:**

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**Data Set Information:**

This is a transnational data set which contains all the transactions occurring between 01/12/2010 and 09/12/2011 for a UK-based and registered non-store online retail. The company mainly sells unique all-occasion gifts. Many customers of the company are wholesalers.

**Attribute Information:**

1. **InvoiceNo:** Invoice number. Nominal, a 6-digit integral number uniquely assigned to each transaction. If this code starts with letter 'c', it indicates a cancellation.
2. **StockCode:** Product (item) code. Nominal, a 5-digit integral number uniquely assigned to each distinct product.
3. **Description:** Product (item) name. Nominal.
4. **Quantity:** The quantities of each product (item) per transaction. Numeric.
5. **InvoiceDate:** Invoice Date and time. Numeric, the day and time when each transaction was generated.
6. **UnitPrice:** Unit price. Numeric, Product price per unit in sterling.
7. **CustomerID:** Customer number. Nominal, a 5-digit integral number uniquely assigned to each customer.
8. **Country:** Country name. Nominal, the name of the country where each customer resides.

**Relevant Papers:**

The evolution of direct, data and digital marketing, Richard Webber, Journal of Direct, Data and Digital Marketing Practice (2013) 14, 291â€“309.  
Clustering Experiments on Big Transaction Data for Market Segmentation,  
Ashishkumar Singh, Grace Rumantir, Annie South, Blair Bethwaite, Proceedings of the 2014 International Conference on Big Data Science and Computing.  
A decision-making framework for precision marketing, Zhen You, Yain-Whar Si, Defu Zhang, XiangXiang Zeng, Stephen C.H. Leung c, Tao Li, Expert Systems with Applications, 42 (2015) 3357â€“3367.

**Citation Request:**

Daqing Chen, Sai Liang Sain, and Kun Guo, Data mining for the online retail industry: A case study of RFM model-based customer segmentation using data mining, Journal of Database Marketing and Customer Strategy Management, Vol. 19, No. 3, pp. 197â€ “208, 2012 (Published online before print: 27 August 2012. doi: 10.1057/dbm.2012.17).