

Target Sales Dataset



PRESENTATION

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TARGET BACKGROUND

Target is a globally recognized brand and a leading retailer in the United States, known for offering exceptional value, inspiration, innovation, and a unique shopping experience.

This dataset focuses on Target's operations in Brazil, covering 100,000 orders placed between 2016 and 2018. It includes detailed information on order status, pricing, payment and shipping performance, customer locations, product attributes, and customer reviews.

FEATURES

The data is available in 8 csv files:

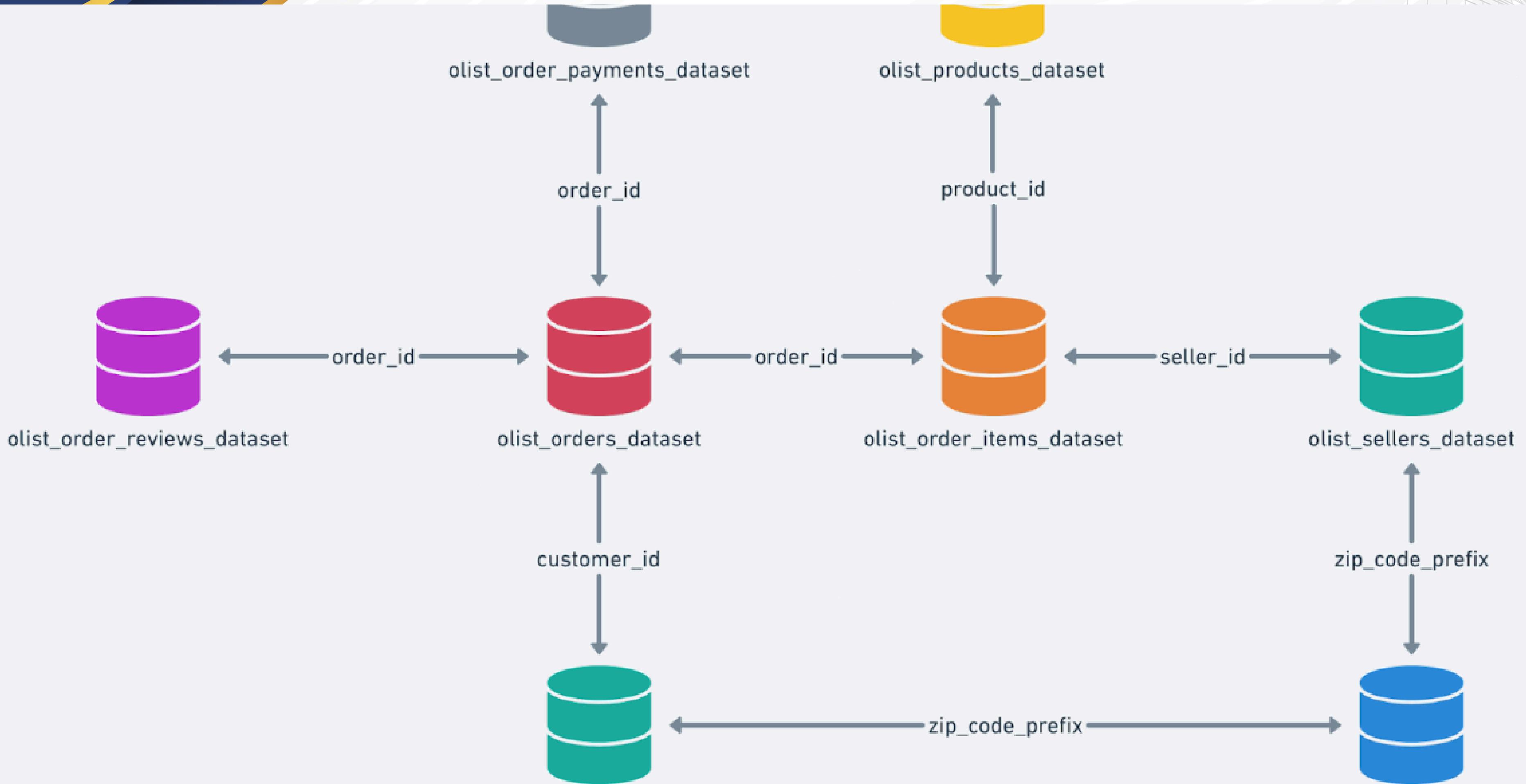
- customers.csv
- sellers.csv
- order_items.csv
- geolocation.csv
- payments.csv
- orders.csv
- products.csv

POTENTIAL USE CASES

Analyzing this dataset offers valuable insights into -

- Target's Brazilian operations
- revealing details about order processing
- pricing strategies
- payment and shipping efficiency
- customer demographics
- product characteristics
- customer satisfaction

DATASET SCHEMA



METHODOLOGY

TOOLS

- SQL
- Python
- Excel
- Canva
- Chatgpt

MATERIALS

- kaggle dataset

BUSINESS PROBLEMS

- List all unique cities where customers are located.
- Count the number of orders placed in 2017.
- Find the total sales per category.
- Calculate the percentage of orders that were paid in installments.
- Count the number of customers from each state.

BUSINESS PROBLEMS

- Calculate the number of orders per month in 2018.
- Find the average number of products per order, grouped by customer city.
- Calculate the percentage of total revenue contributed by each product category.
- Identify the correlation between product price and the number of times a product has been purchased.
- Calculate the total revenue generated by each seller, and rank them by revenue.

BUSINESS PROBLEMS

- Calculate the moving average of order values for each customer over their order history.
- Calculate the cumulative sales per month for each year.
- Calculate the year-over-year growth rate of total sales.
- Calculate the retention rate of customers, defined as the percentage of customers who make another purchase within 6 months of their first purchase.
- Identify the top 3 customers who spent the most money in each year.

THANK YOU