

DA 331 - Big Data Analytics : Tools & Techniques

Lab 5

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Dataset link: <https://www.kaggle.com/datasets/mkechinov/ecommerce-behavior-data-from-multi-category-store/>

Given the dataset, find the following:

1. Are the top 10 category-of-product (has the highest view to cart conversion rate) the same for both the two months? Show evidence output. [category-of-product == category code]
2. Find the top 10 category-of-product that have increasing and decreasing (print both) revenue for the two consecutive months.
3. Are the top 10 brand (has the highest view to cart conversion rate) the same for both the two months? Show evidence output.
4. Find the top 10 brand that have increasing and decreasing (print both) revenue for the two consecutive months.
5. If you consider the mid-night (12 midnight to 10 am) online flea-market, which brands will you consider (say, for promotion) for Oct in terms of revenue?
6. If you consider the mid-night (12 midnight to 10 am) online flea-market, which brands will you consider (say, for promotion) for Nov in terms of revenue?
7. Are the brands the same for Oct and Nov for Question 3 and Question 4?