DA 331 - Big Data Analytics : Tools & Techniques

Lab 4

Instructor: Dr. Chiranjib Sur

Dataset link: https://www.kaggle.com/datasets/mkechinov/ecommerce-behavior-data-from-multi-category-store/data?select=2019-Nov.csv

Given the dataset, find the following:

1. Which category of product has the highest view to cart conversion rate?

2. Which company has the highest view to purchase conversion rate for early morning like midnight to 6 AM?

3. Which category of product of the above company has the highest view to purchase conversion rate for early morning like midnight to 6 AM?

4. Which category of product has the highest revenue of purchase throughout?