Dataset and its important feature

Example Dataset: Online Shopping Transaction Dataset

An online shopping transaction dataset contains information about customer purchases made on e-commerce platforms. This dataset is used in machine learning to predict customer behavior, recommend products, detect fraud, and analyze sales patterns.

The goal of the model could be to predict whether a customer will make a purchase, recommend products, or estimate total spending.

Important Features

1. Customer ID

It uniquely identifies each customer and helps track buying patterns and history.

2. Product Category

The type of product (electronics, clothing, groceries, etc.) helps the model understand customer preferences.

3. Product Price

Price influences purchase decisions and helps predict total transaction value.

4. Quantity Purchased

Shows how many items a customer buys, which is useful for sales forecasting.

5. Transaction Date and Time

Helps identify peak shopping hours, seasonal trends, and customer behavior over time.

6. Payment Method

Information such as credit card, debit card, UPI, or cash on delivery helps analyze payment preferences.

7. Customer Location

Location helps understand regional demand and plan delivery logistics.

8. Discount or Offers Applied

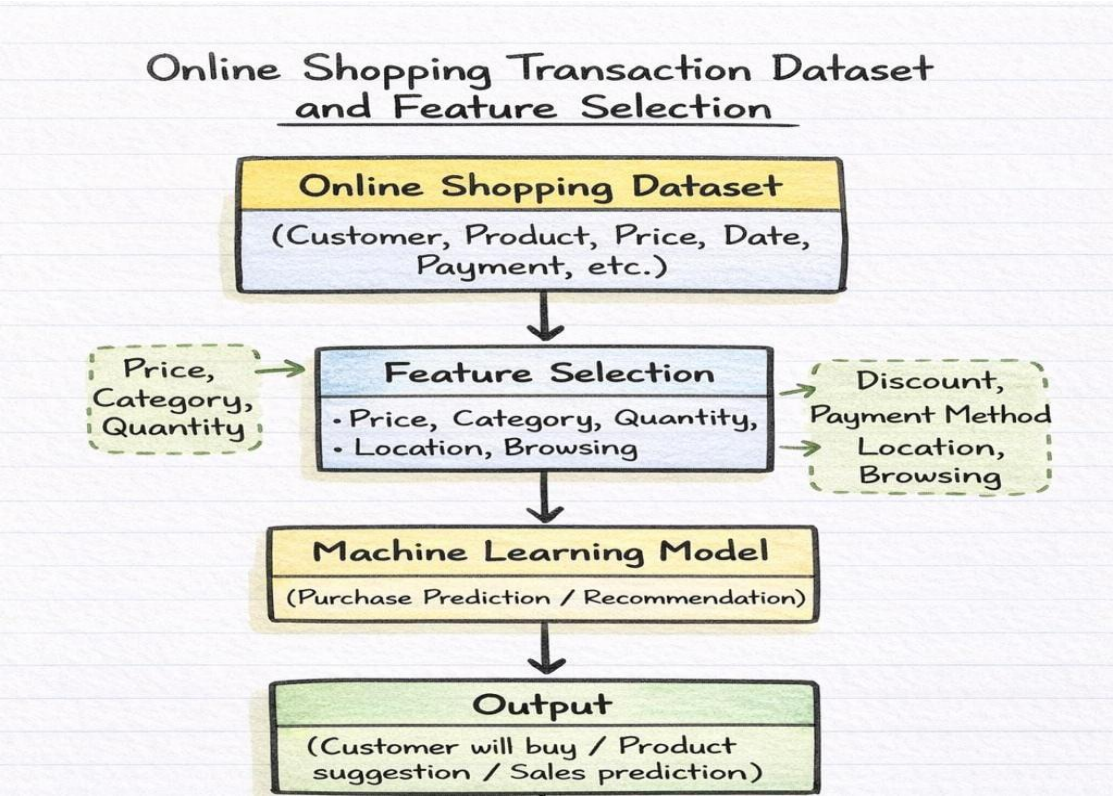
Discounts affect buying decisions and help measure marketing effectiveness.

9. Browsing History

Pages viewed and time spent help predict whether a customer will complete a purchase**.**

10. Delivery Type

Options like standard or express delivery may influence customer satisfaction and purchase decisions.



Why Feature Selection is Important

Improves prediction accuracy

Reduces unnecessary data

Helps understand customer behavior

Makes recommendation systems more effective

Conclusion

In an online shopping transaction dataset, features such as product price, category, discounts, payment method, and customer behavior are important for building a machine learning model. Selecting the right features helps businesses improve sales, personalize recommendations, and enhance customer experience.