

Dataset

<https://www.kaggle.com/datasets/zubairamuti/shopping-behaviours-dataset>

The dataset I used for this project is from Kaggle. It contains both quantitative and qualitative data about customers and their shopping patterns and behaviors. The dataset has 18 features and 3900 rows (customer records). These features can be further separated into 4 distinct categories:

Customer Demographics- Age, Gender, Location

Product Details - Item Purchased, Category, Size, Color, Season

Shopping Behavior - Frequency of Purchases, Previous Purchase, Subscription Status, Discount Usage, Promo Code

Customer Feedback - Review Ratings

Things you liked

The interactive features such as the ability to auto-scale zoom in or out the graph made it very easy to format