BUSINESS ANALYTICS

Online Retail

Assignment Submission for Case studies in business analytics with ACCENTURE

Company Name: Company X Presentation by: Syed Nazmi

Data Definition

Available Data:

- Transactions data
- From 1/12/2009 to 09/12/2011
- Contains 1067371 instances
- Contains 8 attributes
- Source: <u>UCI Machine Learning Repository</u>

Sample:

Invoice	Stock Code	Descri ption	Quanti ty	Invoice Date	Price	Custo mer ID	Countr y
489435	22350	CAT BO WL	12	2009-12- 01	2.55	13085	United Kingdom
C489449	21896	POTTING SHED T WINE	-6	2009-12- 01	2.10	16321	Australia
•••	•••	•••	•••	•••	•••	•••	•••

Extra Data Collection:

I. Reviews

In Text Form

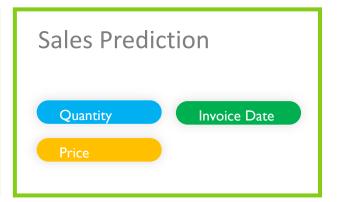
888

2. Ratings
From 1 to 10





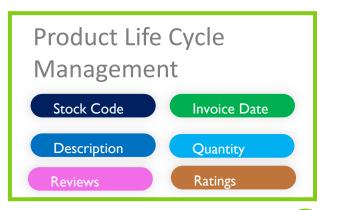




Data Usage







List of variables:

Invoice No.

Stock Code

Description

Quantity

Invoice Date

Price

Ratings

Customer ID

Country

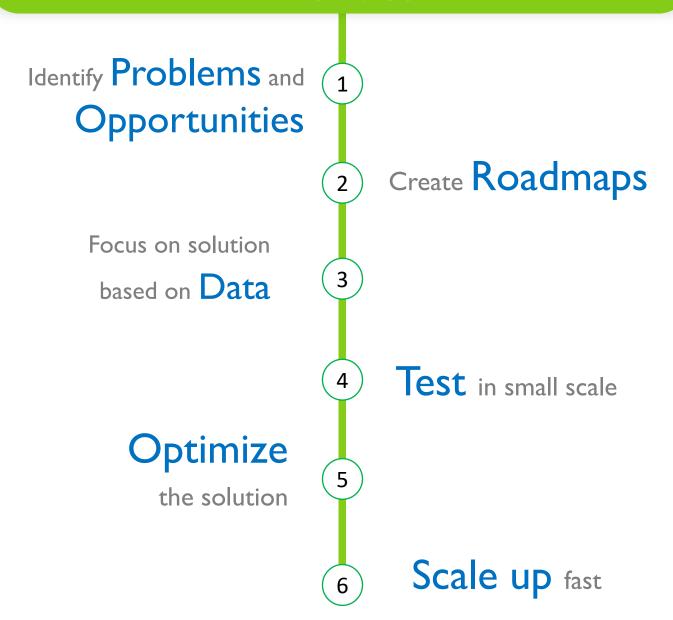
Reviews

Data Value and Availability

Variables	Value	Availability
Invoice No.	3	5
Stock Code	4	5
Description	2	5
Quantity	5	5
Invoice Date	5	5
Price	5	5
Customer ID	4	5
Country	4	5
Reviews	3	2
Ratings	3	3

Rating Scale: I Worst; 5 Best

Priorities



Thank you

For reviewing my assignment.

I wish you all the best for your future.