

DATA ANALYSIS - EDA – PROJECT

Contents

1. EDA.....	2
2. Real time data	2
3. Results from EDA.....	3

DATA ANALYSIS - EDA – PROJECT

1. EDA

- ✓ The full form of EDA means Explanatory Data Analysis.
- ✓ It is a process of performing initial investigations on data.
- ✓ By doing this kind of analysis, it helps us to discover patterns, standards.
- ✓ It's clearly explains the summary of statistics and graphical representations

2. Real time data

- ✓ e-Commerce domain
 - The dataset consists of transactional data with customers in different countries who make purchases from an online retail company based in the United Kingdom (UK).
 - Company: UK-based and online retail
 - Products for selling: Mainly all-occasion gifts
 - Customers: Most are wholesalers (local or international)
 - Transactions Period Data : From 1st Dec 2010 to 9th Dec 2011 (One year)



3. Results from EDA

- ✓ Highest number of orders from specific country
- ✓ Highest money spent on purchase specific country
- ✓ Top 5 countries place the highest number of orders
- ✓ Top 5 countries spent the money on purchase products
- ✓ Highest sales on specific Month
- ✓ There are no transactions on between dates.
- ✓ Sales increase days
- ✓ Sales decrease days
- ✓ Highest number of orders hours and etc

Dataset explanation

- | | | |
|------------------------------|---|---|
| ✓ InvoiceNo (invoice_num) | : | A number assigned to each transaction |
| ✓ StockCode (stock_code) | : | Product code |
| ✓ Description (description) | : | Product name |
| ✓ Quantity (quantity) | : | Number of products purchased for each transaction |
| ✓ InvoiceDate (invoice_date) | : | Timestamp for each transaction |
| ✓ UnitPrice (unit_price) | : | Product price per unit |
| ✓ CustomerID (cust_id) | : | Unique identifier each customer |
| ✓ Country (country) | : | Country name |