Online Retail Dataset - Data Description

This document describes each column in the **Online_Retail** table. This dataset consists of transactional records from an online retail store, capturing details about individual purchases, customers, and product sales.

Table Structure

Columns:

- **InvoiceNo** (TEXT):
  Unique identifier for each transaction (invoice). This field represents the transaction number and may include multiple items if they were purchased in the same transaction.

- **StockCode** (TEXT):
  Product code, representing the unique identifier for each item available in the retail store.

- **Description** (TEXT):
  Text description of the product purchased. It details the item's characteristics, such as color, material, or purpose (e.g., "WHITE HANGING HEART T-LIGHT HOLDER").

- **Quantity** (INT):
  Number of units of the product purchased in the transaction. A positive value indicates a sale, while a negative value may represent a product return.

- **InvoiceDate** (TEXT):
  Date and time when the transaction occurred. This field captures the purchase timestamp in the format MM/DD/YYYY HH

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- **UnitPrice** (FLOAT):
  Price per unit of the product in the transaction, measured in GBP (British Pounds). This field indicates the cost of one unit of the product at the time of purchase.

- **CustomerID** (TEXT):
  Unique identifier for each customer. This identifier allows tracking of customer purchasing behavior across different transactions.

- **Country** (TEXT):
  Country where the customer is based, specifying the location from which the order was placed (e.g., "United Kingdom").