**Dataset link:** [**https://www.kaggle.com/code/kemalgunay/cltv-customer-lifetime-value-method/input**](https://www.kaggle.com/code/kemalgunay/cltv-customer-lifetime-value-method/input) **About this file**

Attribute Information:

InvoiceNo: Invoice number. Nominal. A 6-digit integral number uniquely assigned to each transaction. If this code starts with the letter 'c', it indicates a cancellation.  
StockCode: Product (item) code. Nominal. A 5-digit integral number uniquely assigned to each distinct product.  
Description: Product (item) name. Nominal.  
Quantity: The quantities of each product (item) per transaction. Numeric.  
InvoiceDate: Invice date and time. Numeric. The day and time when a transaction was generated.  
UnitPrice: Unit price. Numeric. Product price per unit in sterling (Â£).  
CustomerID: Customer number. Nominal. A 5-digit integral number uniquely assigned to each customer.  
Country: Country name. Nominal. The name of the country where a customer resides.