**Customer Segmentation**

Dataset: [Download Link](https://www.dropbox.com/s/sbh7tdn8h3uqqvb/ecommerce-data.zip?dl=0)

This is a transnational data set that contains all the transactions occurring between 01/12/2010 and 09/12/2011 for a UK-based and registered non-store online retail. The company mainly sells unique all-occasion gifts. Many customers of the company are wholesalers. The following is the description of every column in the dataset.

|  |  |  |
| --- | --- | --- |
| 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 | Invoice Date and time | Numeric, the day and time when each transaction was generated. |
| UnitPrice |  | Unit price. Numeric, Product price per unit in sterling. |
| CustomerID | Customer number | Nominal, a 5-digit integral number uniquely assigned to each customer. |
| Country | Country name | Nominal, the name of the country where each customer resides. |