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Online Retail Data Set

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Abstract: This is a transnational data set which contains all the transactions occurring between 01/12/2010 and 09/12/2011 for a UK-based and registered non-store online retail.

Data Set Characteristics:	Multivariate, Sequential, Time-Series	Number of Instances:	541909	Area:	Business
Attribute Characteristics:	Integer, Real	Number of Attributes:	8	Date Donated	2015-11-06
Associated Tasks:	Classification, Clustering	Missing Values?	N/A	Number of Web Hits:	132599

Source:

Dr Daqing Chen, Director: Public Analytics group. chend '@' lsbu.ac.uk, School of Engineering, London South Bank University, London SE1 0AA, UK.

Data Set Information:

This is a transnational data set which 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.

Attribute Information:

InvoiceNo: Invoice number. Nominal, a 6-digit integral number uniquely assigned to each transaction. If this code starts with 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.

Relevant Papers:

The evolution of direct, data and digital marketing, Richard Webber, Journal of Direct, Data and Digital Marketing Practice (2013) 14, 291-309.
 Clustering Experiments on Big Transaction Data for Market Segmentation, Ashishkumar Singh, Grace Rumanthir, Annie South, Blair Bethwaite, Proceedings of the 2014 International Conference on Big Data

Science and Computing.

A decision-making framework for precision marketing, Zhen You, Yain-Whar Si, Defu Zhang, XiangXiang Zeng, Stephen C.H. Leung c, Tao Li, Expert Systems with Applications, 42 (2015) 3357â€"3367.

Citation Request:

Daqing Chen, Sai Liang Sain, and Kun Guo, Data mining for the online retail industry: A case study of RFM model-based customer segmentation using data mining, Journal of Database Marketing and Customer Strategy Management, Vol. 19, No. 3, pp. 197â€"208, 2012 (Published online before print: 27 August 2012. doi: 10.1057/dbm.2012.17).

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