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STERLING E-COMMERCE

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ABOUT US

Sterling E-Commerce is a one-stop online shopping destination for a wide range of high-quality products. Our mission is to provide our customers with the best shopping experience possible, with a focus on quality, affordability, and convenience.

At **Sterling E-Commerce**, we offer a wide selection of products across various categories such as health & sports, men's and women's fashion, computing, entertainment, mobiles & tablets, appliances, beauty & grooming, home & living, soghaat, school & education, books, and more. We pride ourselves on offering a comprehensive range of products that caters to the needs of our diverse customer base.

We are proud to be a leading e-commerce retailer, and we are committed to continuous innovation and improvement to meet the evolving needs of our customers.

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PROBLEM OVERVIEW

The Director of Sterling contacted you and your team of Data Scientists because they are interested in leveraging the power of their data to gain insights into the business and improve their efficiency.

Sterling wants to better understand their customers' needs, preferences, and behavior. Specifically, want to identify any patterns or trends. **Sterling** believes that leveraging the power of data can help them make more informed decisions and boost effectiveness.

They want to understand their data, so they can optimize their product offerings, streamline operations, and enhance **Sterling's** customer experience.

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DATA DICTIONARY

- **Category** – The category of goods
- **City** – The city where customers are ordering from
- **County** – The county where customers are ordering from
- **Cust Id** – Customer ID
- **Customer Since** – The date when the customer first order.
- **Date of Order** – The date when the customer placed an order.
- **Full Name** – Customer full name
- **Gender** – (Male, Female)
- **Item Id** – Item ID
- **Order Id** – Order ID
- **Payment Method** – The payment platform the customer used
- **Place Name** – The exact location where the customer are ordering from
- **Ref Num** – Reference Number
- **Region** – The region where the customer are ordering from
- **State** - The state where the customer are ordering from
- **User Name** – The customer's username
- **Zip** – Customer's zip code
- **Qty Ordered** – The quantity of goods ordered
- **Total** – Total amount paid by customer