This dataset captures weekly revenue, website visits, and orders for a business over a 5-year period. It includes seasonal trends and holiday-driven spikes during major events like Thanksgiving, Christmas, New Year, and the 4th of July, making it ideal for time-series forecasting, trend analysis, and holiday impact studies. Revenue is in millions, visits are in thousands, and orders reflect weekly customer purchases. It's a great dataset to begin exploring time-series analysis as the supporting data shows correlation with the target(Revenue), also has holiday effects & can be used to engineer features(time based aggregations).