Dataset Description

Context

The rapid growth of e-commerce has led to increased competition among online retailers. This dataset captures historical sales data from an online store, tracking transactions over three months. The data includes customer demographics, product categories, pricing, and purchasing behavior, providing insights into online shopping trends.

Attribute

1. **Invoice ID:**
   Unique identifier for each online transaction.
2. **Branch:**
   Fulfillment center for order shipment, labeled as **A**, **B**, and **C**.
3. **City:**
   Location of Fulfillment center.
4. **Customer Type:**
   Type of customer:

   - **Member:** Customer with a registered account or subscription.
   - **Normal:** Customer making a one-time purchase without registration.

5. **Gender:**
   Gender of the customer.
6. **Product Line:**
   General item categories:

   - Electronic Accessories
   - Fashion Accessories
   - Food and Beverages
   - Health and Beauty
   - Home and Lifestyle
   - Sports and Travel

7. **Unit Price:**
   Price of a single product (in USD).
8. **Quantity:**
   Number of items purchased by the customer.

9. **Tax:**

   Tax applied to customer purchases – 5%.

10. **Total:**

    Total purchase price including tax.

11. **Date:**

    Purchase date (Records span from **January 2019 to March 2019**).

12. **Time:**

    Purchase time (between **10:00 AM and 9:00 PM**).

13. **Payment Method:**

    Payment method used by the customer:

    - Cash
    - Credit Card
    - E-wallet

14. **COGS (Cost of Goods Sold):**

    The direct cost of goods sold.

15. **Gross Margin Percentage:**

    Gross margin as a percentage of sales.

16. **Gross Income:**

    Gross income from sales.

17. **Rating:**

    Customer satisfaction rating for their overall shopping experience (Scale of **1 to 10**).