E-Commerce Customer Behavior and Sales in Turkiye

This dataset includes 5,000 e-commerce transactions from a Turkish online retail platform (Jan 2023 – Mar 2024). It captures customer demographics, shopping behavior, product details, and engagement metrics, ideal for data analysis and machine learning projects.

Dataset Structure

Category	Variable	Type	Description
Order Info	Order_ID	String	Unique order code (ORD_XXXXXX)
	Date	DateTime	Transaction date
Customer Demographics	Customer_ID	String	Unique customer code (CUST_XXXXX)
	Age	Integer	Customer age (18–75)
	Gender	String	Male / Female / Other
	City	String	10 major Turkish cities
Product Info	Product_Category	String	8 types (Electronics, Fashion, etc.)
	Unit_Price	Float	Price per item (TRY)
	Quantity	Integer	Units purchased (1–5)
Transaction Details	Discount_Amount	Float	Discount value (TRY)
	Total_Amount	Float	Final price after discount
	Payment_Method	String	5 payment types
Customer Behavior	Device_Type	String	Device used (Mobile, Desktop, Tablet)
	Session_Duration_Minutes	Integer	Time spent on site (1–120 min)
	Pages_Viewed	Integer	Pages viewed (1–50)
	Is_Returning_Customer	Boolean	Whether customer purchased before
Post-Purchase	Delivery_Time_Days	Integer	Days to delivery (1–30)
	Customer_Rating	Integer	Satisfaction rating (1–5 stars)