**Dataset description:** Transaction data has been provided from 1st Jan 2019 to 31st Dec 2019.

The datasets below have been provided.

**Online\_Sales.csv:** This file contains actual orders data (point of Sales data) at the transaction level with the following variables.

1. CustomerID: Customer unique ID
2. Transaction\_ID: Transaction Unique ID
3. Transaction\_Date: Date of Transaction
4. Product\_SKU: SKU ID – Unique Id for product
5. Product\_Description: Product Description
6. Product\_Cateogry: Product Category
7. Quantity: Number of items ordered
8. Avg\_Price: Price per one quantity
9. Delivery\_Charges: Charges for delivery
10. Coupon\_Status: Any discount coupon applied

**Customers\_Data.csv:** This file contains customer’s demographics.

1. CustomerID: Customer Unique ID
2. Gender: Gender of the customer
3. Location: Location of Customer
4. Tenure\_Months: Tenure in Months

**Discount\_Coupon.csv:** Discount coupons have been given for different categories in different

months

1. Month: Discount coupon applied in that month
2. Product\_Category: Product category
3. Coupon\_Code: Coupon Code for the given Category and the given month
4. Discount\_pct: Discount Percentage for the given coupon

**Marketing\_Spend.csv:** Marketing spend on both offline & online channels on day day-wise.

1. Date: Date
2. Offline\_Spend: Marketing spend on offline channels like TV, Radio, NewsPapers, hoardings, etc.
3. Online\_Spend: Marketing spend on online channels like Google keywords, Facebook, etc.

**Tax\_Amount.csv:** GST Details for given category

1. Product\_Category: Product Category
2. GST: Percentage of GST