

Project 4: Customer Segments

Data Dictionary

For this project:

- The dataset has **35116** observations for previous international transactions.
- The observations span 37 different countries.
- There is no target variable.

We have the following features:

Invoice information

- `'InvoiceNo'` – Unique ID for invoice
- `'InvoiceDate'` – Invoice date

Item information

- `'StockCode'` – Unique ID for item
- `'Description'` – Text description for item
- `'Quantity'` – Units per pack for item
- `'UnitPrice'` – Price per unit in GBP

Customer information

- `'CustomerID'` – Unique ID for customer
- `'Country'` – Country of customer