Data-Analytics-on-Amazon-Customer-Purchase-and-Client-Transaction-Data

Abstract :
To conduct analysis on your client's transaction dataset and identify customer purchasing behaviours to generate insights and provide commercial recommendations.

Dataset :
Sample dataset is available inside the git repository in the form of the CSV file format.

About the data :
DATA FORMAT - Comma (',') separated text file, without quote or escape characters. The original dataset is 790 MB in size. First line in the file is header; 1 line corresponds to 1 record.

Tools, libraries and Languages Used:

- VS code
- Python
- Pandas, Numpy, plotly, matplotlib

Insights:

- most of out sales come from Budget older families, mainstream young singles/couples and mainstream retires
- The higher sales in case of mainstream category is due to higher customers in retired and young single/couples. But the same is not in case of budget category, as older singles/couples have highest customer proportion in budget but the sales are higher in case of budget Older families
- Older families and Young families buy more chips per customer
- The largest size is 380g and the smallest size is 70g
- The no. of transactions(sales) kept on increasing till 24th december, 2018 and then there is a break in the graph on 25th dec,2018. The break is due to the day being a christmas day on which shops and all remains closed and therefore there were no transactions(sales) on that particular day.