
Tableau Projects Assignment 4

Problem Statement:

E-commerce (electronic commerce) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. These business transactions occur either as business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer or consumer-to-business.

For this kind of business, analysing customers is essential. So you are given historical data of customer response to products.

Find key metrics and factors and show the meaningful relationships between attributes. Do your research and come up with your findings.

Dataset:

You can find the dataset on the given link

<https://www.kaggle.com/srolka/ecommerce-customers>

Approaches:

Python, R, Tableau, Power BI, or you can use any tools and techniques at your convenience. We would appreciate your valid imagination in finding solutions.
