Dataset Overview

The dataset provides comprehensive insights into customer behaviour, product performance, and sales transactions, crucial for driving business strategy and operational improvements. The key components of the dataset include:

- **Customer Details**: This section contains vital customer information, such as location (city), gender, and customer type (member or non-member). These parameters are essential for understanding customer demographics, shopping preferences, and behaviour patterns across various regions in the U.S.

- **Product Details**: The data categorizes products into distinct lines, including Health and Beauty, Electronic Accessories, and Home and Lifestyle. Each product is associated with its unit price, providing a clear picture of sales performance within each product category.

- **Sales Data**: For every transaction, the dataset captures critical sales metrics, including tax, total amount, and quantity sold. This data is invaluable for assessing revenue generation and market performance across different product lines and geographic regions.

- **Transaction Details**: Each sale is associated with the customer's chosen payment method and an overall rating submitted based on their shopping experience. This feedback offers valuable insights into customer satisfaction and perceived product quality, aiding in customer experience optimization and business decision-making.

Objectives

- **Membership Growth**: To drive an increase in membership across various regions, the focus will be on attracting new customers through targeted marketing, offering compelling membership benefits, simplifying the onboarding process, and fostering engagement through exclusive member discounts, partnerships, and special offers.

- **Market Analysis**: The rich sales data, segmented by location and product type, will be used to uncover market trends, enabling more informed strategic planning and decision-making that can align with regional demands and preferences.

- **Supply Chain Optimization**: By leveraging insights from regional sales data, the dataset supports more effective demand forecasting, helping improve inventory management and ensuring that supply meets regional demand in a timely and cost-efficient manner.

- **Quality Control and Improvement**: Analysing customer ratings across different cities and product lines enables the identification of quality issues and areas for improvement, ensuring consistent product quality and enhancing customer satisfaction across all regions.