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| **Online Retail Data Set**  *Download*: [Data Folder](http://archive.ics.uci.edu/ml/machine-learning-databases/00352/), [Data Set Description](http://archive.ics.uci.edu/ml/datasets/online+retail)  **Abstract**: This is a transnational data set which contains all the transactions occurring between 01/12/2010 and 09/12/2011 for a UK-based and registered non-store online retail. |  |

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| **Data Set Characteristics:** | Multivariate, Sequential, Time-Series | **Number of Instances:** | 541909 | **Area:** | Business |
| **Attribute Characteristics:** | Integer, Real | **Number of Attributes:** | 8 | **Date Donated** | 2015-11-06 |
| **Associated Tasks:** | Classification, Clustering | **Missing Values?** | N/A | **Number of Web Hits:** | 181614 |

**Source:**

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**Data Set Information:**

This is a transnational data set which contains all the transactions occurring between 01/12/2010 and 09/12/2011 for a UK-based and registered non-store online retail.The company mainly sells unique all-occasion gifts. Many customers of the company are wholesalers.

**Attribute Information:**

InvoiceNo: Invoice number. Nominal, a 6-digit integral number uniquely assigned to each transaction. If this code starts with letter 'c', it indicates a cancellation.   
StockCode: Product (item) code. Nominal, a 5-digit integral number uniquely assigned to each distinct product.   
Description: Product (item) name. Nominal.   
Quantity: The quantities of each product (item) per transaction. Numeric.   
InvoiceDate: Invice Date and time. Numeric, the day and time when each transaction was generated.   
UnitPrice: Unit price. Numeric, Product price per unit in sterling.   
CustomerID: Customer number. Nominal, a 5-digit integral number uniquely assigned to each customer.   
Country: Country name. Nominal, the name of the country where each customer resides.

**Relevant Papers:**

The evolution of direct, data and digital marketing, Richard Webber, Journal of Direct, Data and Digital Marketing Practice (2013) 14, 291â€“309.   
Clustering Experiments on Big Transaction Data for Market Segmentation,   
Ashishkumar Singh, Grace Rumantir, Annie South, Blair Bethwaite, Proceedings of the 2014 International Conference on Big Data Science and Computing.   
A decision-making framework for precision marketing, Zhen You, Yain-Whar Si, Defu Zhang, XiangXiang Zeng, Stephen C.H. Leung c, Tao Li, Expert Systems with Applications, 42 (2015) 3357â€“3367.

**Citation Request:**

Daqing Chen, Sai Liang Sain, and Kun Guo, Data mining for the online retail industry: A case study of RFM model-based customer segmentation using data mining, Journal of Database Marketing and Customer Strategy Management, Vol. 19, No. 3, pp. 197â€“208, 2012 (Published online before print: 27 August 2012. doi: 10.1057/dbm.2012.17).