

Use Case 6: Online Retail data

Business Case:

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.

Link: <https://archive.ics.uci.edu/ml/datasets/Online+Retail#>

Analysis Goals:

- Analysis of Customer behavior

Data:

Variables:

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: Invoice 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.

Data Task:

Flat file

Business and Data Understanding Task:

Application Environment:

- Size and Scope of the business
- What kind of application scenario is possible?

Business Perspective:

- What are the business perspectives of interest?
- Who is the owner of the business process?
- Who are the process subjects

BI Views:

- What BI-Views are defined by the data?

Analytical goals:

- Formulate KPIs and find possible influential factors
- Formulate some analytical goals

Assessment of Data:

- Ideas for data assessment

Modeling Task:

- Do you have any ideas and proposals?

Analysis Task:

- Do you know any analysis techniques?