Package 'onlineretail'

October 14, 2022

Type Package

Title Online Retail Dataset

Version 0.1.2

Date 2021-05-13

Description Transactions occurring for a UK-based and registered, non-store online
retail between 01/12/2010 and 09/12/2011 (Chen et. al., 2012, <doi:10.1145/1835804.1835882>).
This dataset is included in this package with the donor's permission, Dr. Daqing Chen.

Depends R (>= 3.5.0)

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URL https://github.com/allanvc/onlineretail/,
https://doi.org/10.1057/dbm.2012.17,
https://www.researchgate.net/profile/Daqing-Chen

BugReports https://github.com/allanvc/onlineretail/issues/

Encoding UTF-8

LazyData true

RoxygenNote 7.1.1

LazyDataCompression xz

NeedsCompilation no

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Repository CRAN

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R topics documented:

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onlineretail   *Online Retail Data Set*

Description

This Online Retail dataset contains all the transactions occurring for a UK-based and registered, non-store online retail between 01/12/2010 and 09/12/2011. The company mainly sells unique all-occasion gift-ware. Many customers of the company are wholesalers.

Usage

```
data(onlineretail)
```

Format

A data frame with eight variables:

InvoiceNo A character indicating the invoice number, which is a 6-digit integral number uniquely assigned to each transaction. If this code starts with the letter 'c', it indicates a cancellation.

StockCode A character indicating the product (item) code, which is a 5-digit integral number uniquely assigned to each distinct product. It can be accompanied by a trailing uppercase letter.

Description A character indicating the Product (item) name.

Quantity A numeric indicating the quantities of each product (item) per transaction.

InvoiceDate A POSIXct indicating the invoice day and time when a transaction was generated.

UnitPrice A numeric indicating the product price per unit in sterling (£)

CustomerID A numeric indicating the customer number, which is a 5-digit integral number uniquely assigned to each customer.

Country A character indicating the name of the country where a customer resides.

Source

[UCI Machine Learning Repository](#)

References

Daqing Chen, Sai Liang Sain, and Kun Guo (2012), 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. 197-208, 2012 (Published online before print: 27 August 2012. doi: 10.1057/dbm.2012.17).

Examples

```
data(onlineretail)
```

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