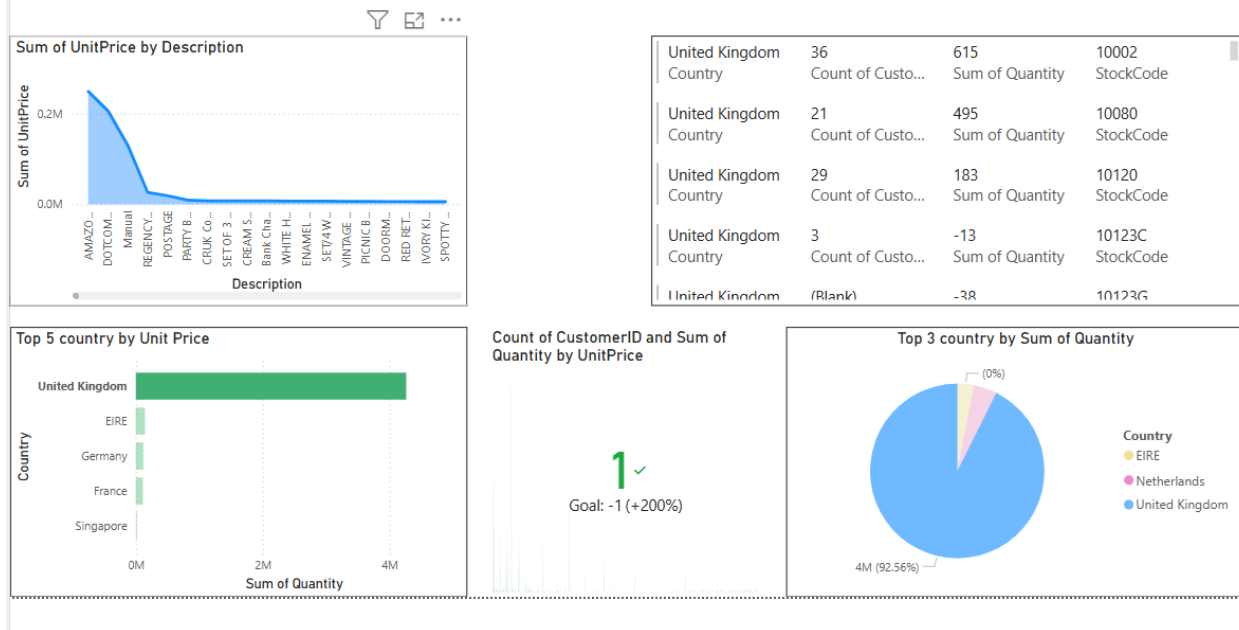


Online Retail Analysis



Key Insights:

1. Top Products by Unit Price:

- Products like *AMAZO...*, *DOT COM...*, and *Manual* have the highest cumulative unit prices.
- A steep drop-off shows a small number of high-priced items dominate revenue.

2. Top 5 Countries by Unit Price:

- The United Kingdom** leads significantly, followed by **EIRE**, **Germany**, **France**, and **Singapore**.
- The UK contributes a much larger share compared to others.

3. Top 3 Countries by Sum of Quantity (Pie Chart):

- The United Kingdom** dominates with **92.56%** of the total quantity sold.

- **The Netherlands** and **EIRE** contribute minimal percentages.

4. **Customer & Quantity Performance:**

- The KPI card shows that **1 customer** contributed to a **+200% increase** in performance compared to a previous goal.

5. **Table (StockCode Insights):**

- Lists various **StockCodes** and their associated **Customer Counts** and **Quantities** for the UK.
- Some entries show negative or zero quantities, which might indicate returns or data quality issues.

Conclusion:

- The **United Kingdom** is the primary market in terms of both quantity and revenue.
- A few high-priced items greatly influence the total unit price.
- There is room to investigate outliers like negative quantities and focus on high-performing products for other countries.