

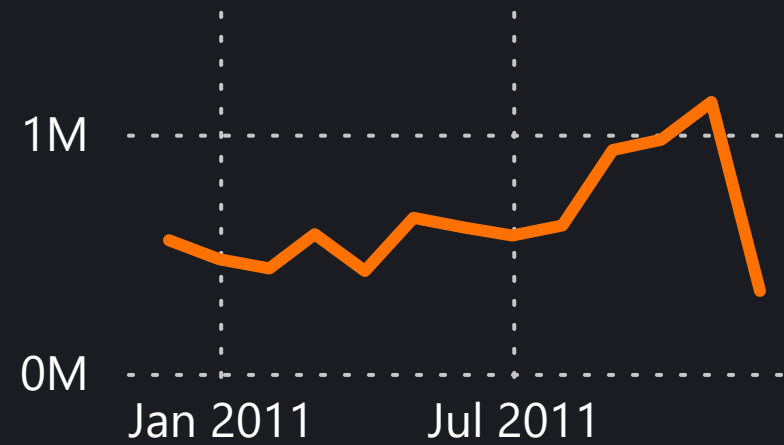


# Online Retail Sales Analysis

Country

All

### Total Revenue



### Key Insights -

Saturday orders are notably absent from our records, indicating a potential operational trend worth exploring.

While the UK leads in the number of orders, our highest average sales value and top spending customer hail from the Netherlands.

Analysis reveals a surge in spending during November-December, likely attributed to seasonal and festive factors, given the company's UK origin.

Although the top-selling product is 'JUMBO BAG RED RETROSPOT,' the overall highest revenue-generating product is the 'REGENCY CAKESTAND 3 TIER.'

### Total Revenue

8.30M

### Average Order Value

20.40

### Total Orders

22.19K

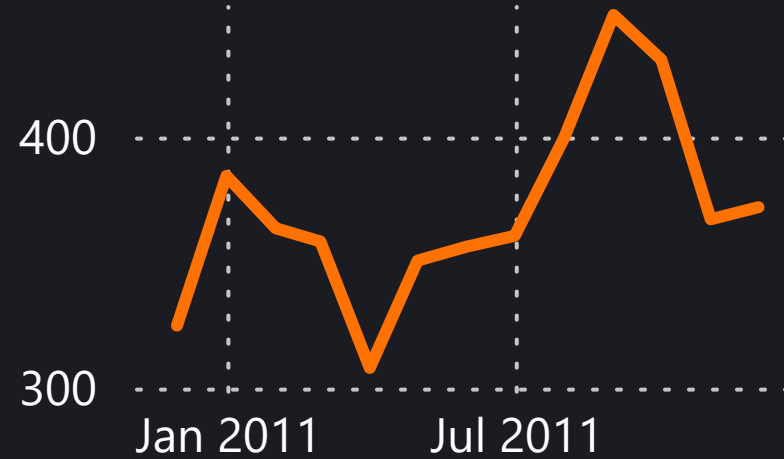
### Total Products Sold

406.79K

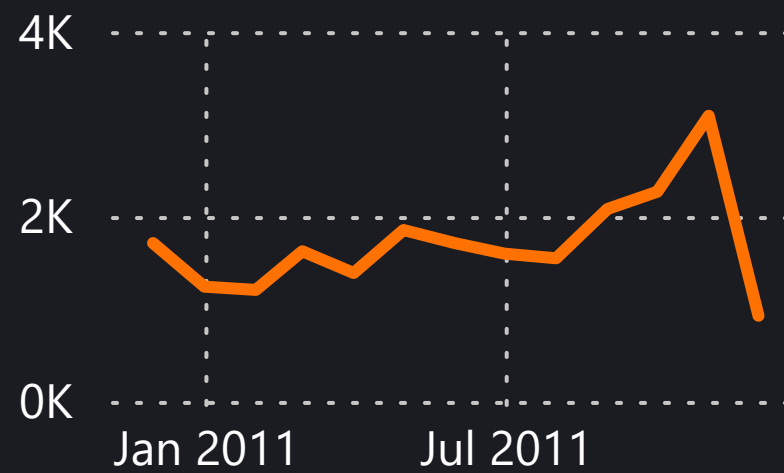
### Customers

4371

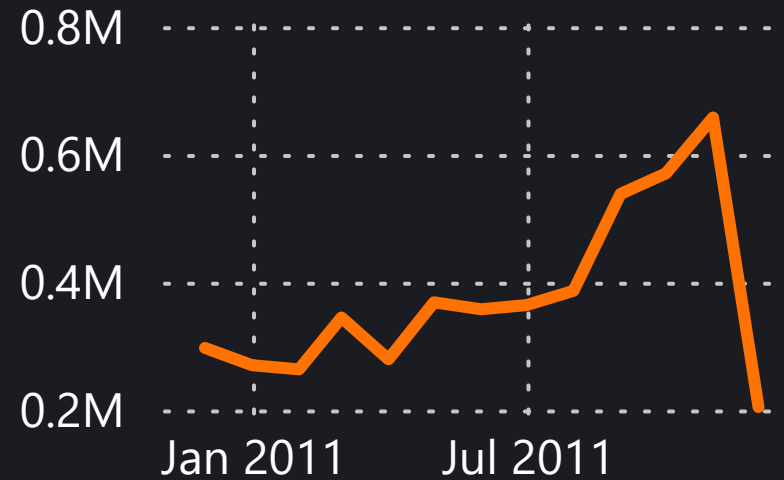
### Avg Order Value



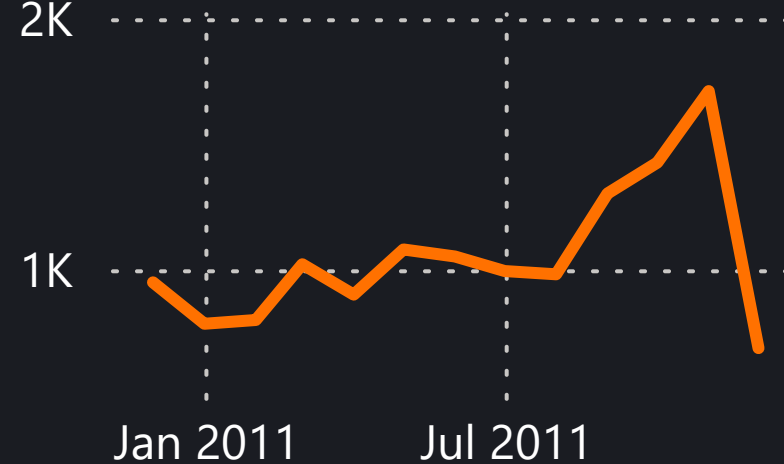
### Orders



### Quantity

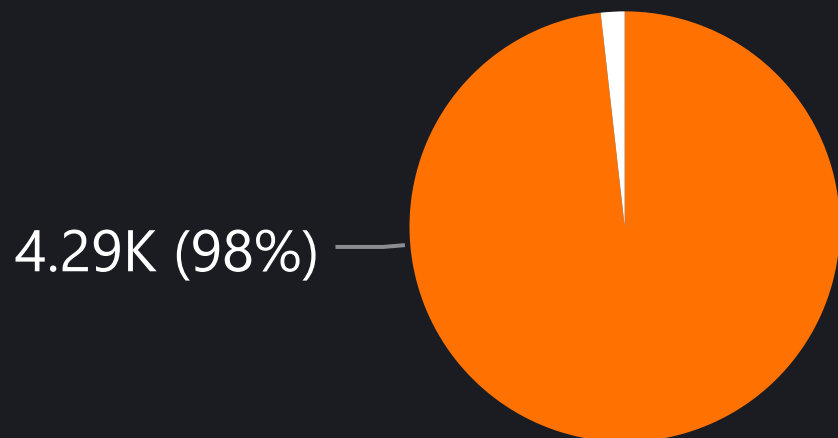


### Customer Count

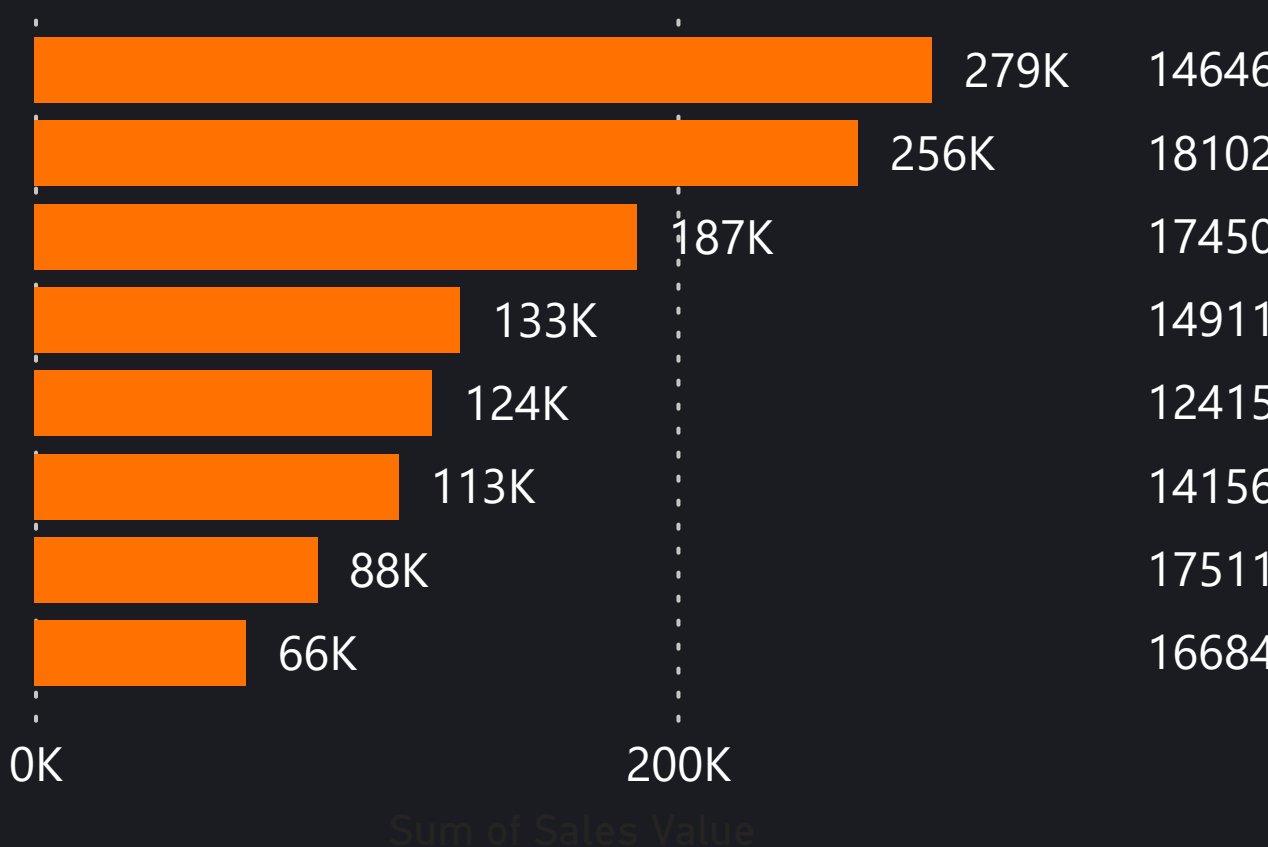


### Customer Retention

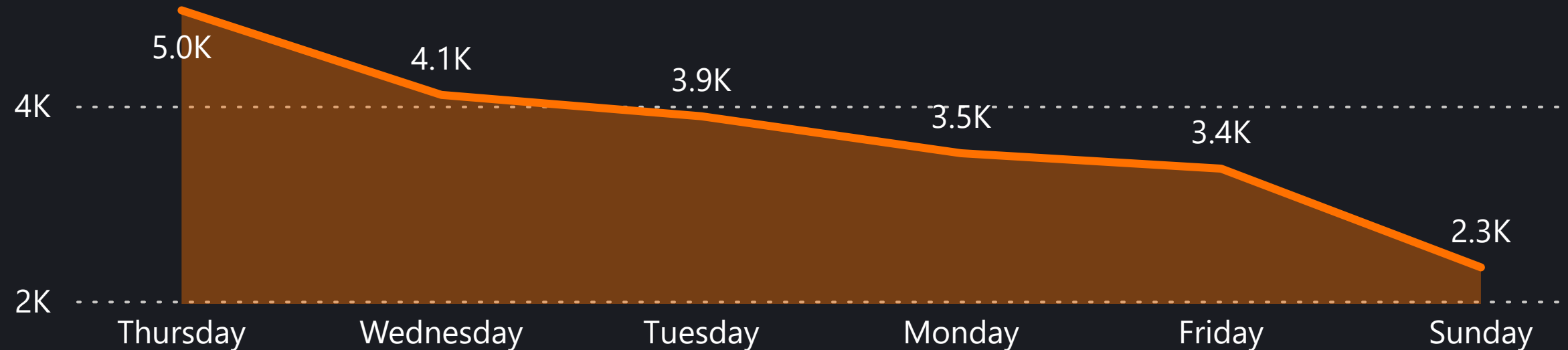
Repeat Customer One-Time Buyer



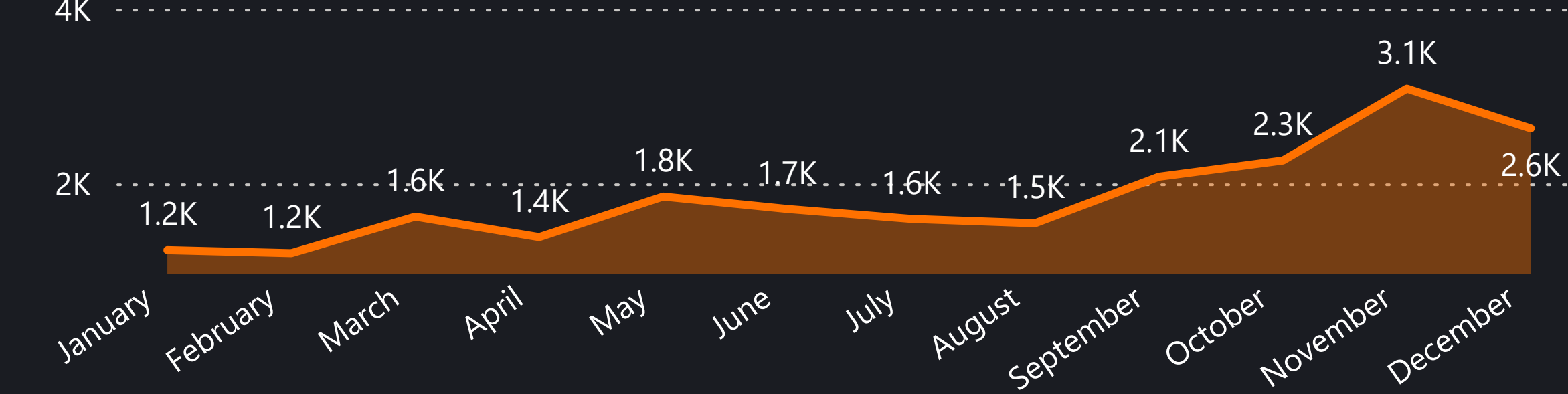
### Top Spending Customers



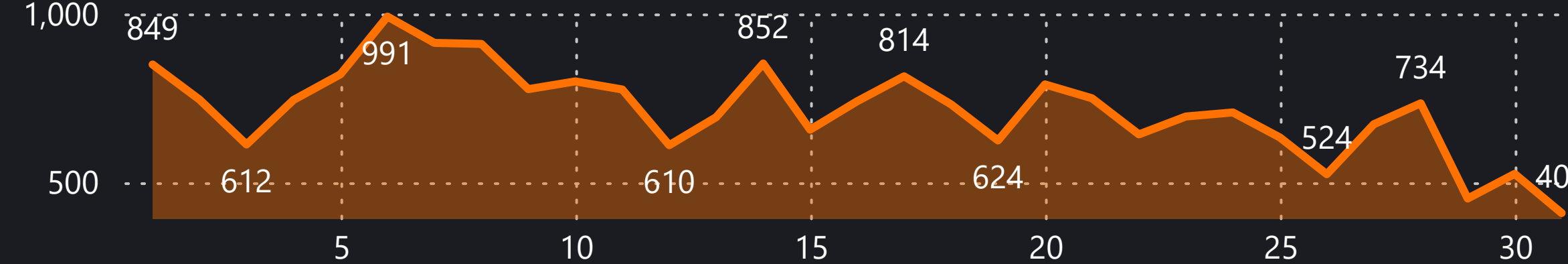
### Number of Orders - By Day



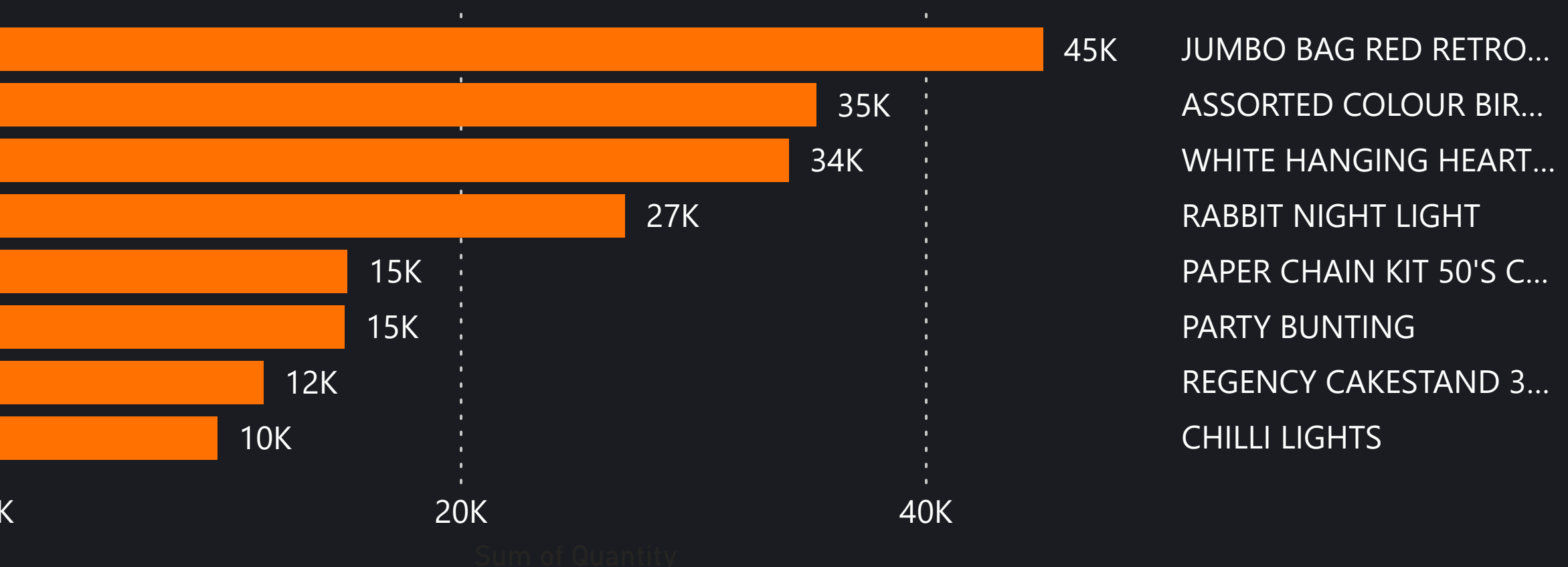
### Number of Orders - By Month



### Number of Orders - By Date



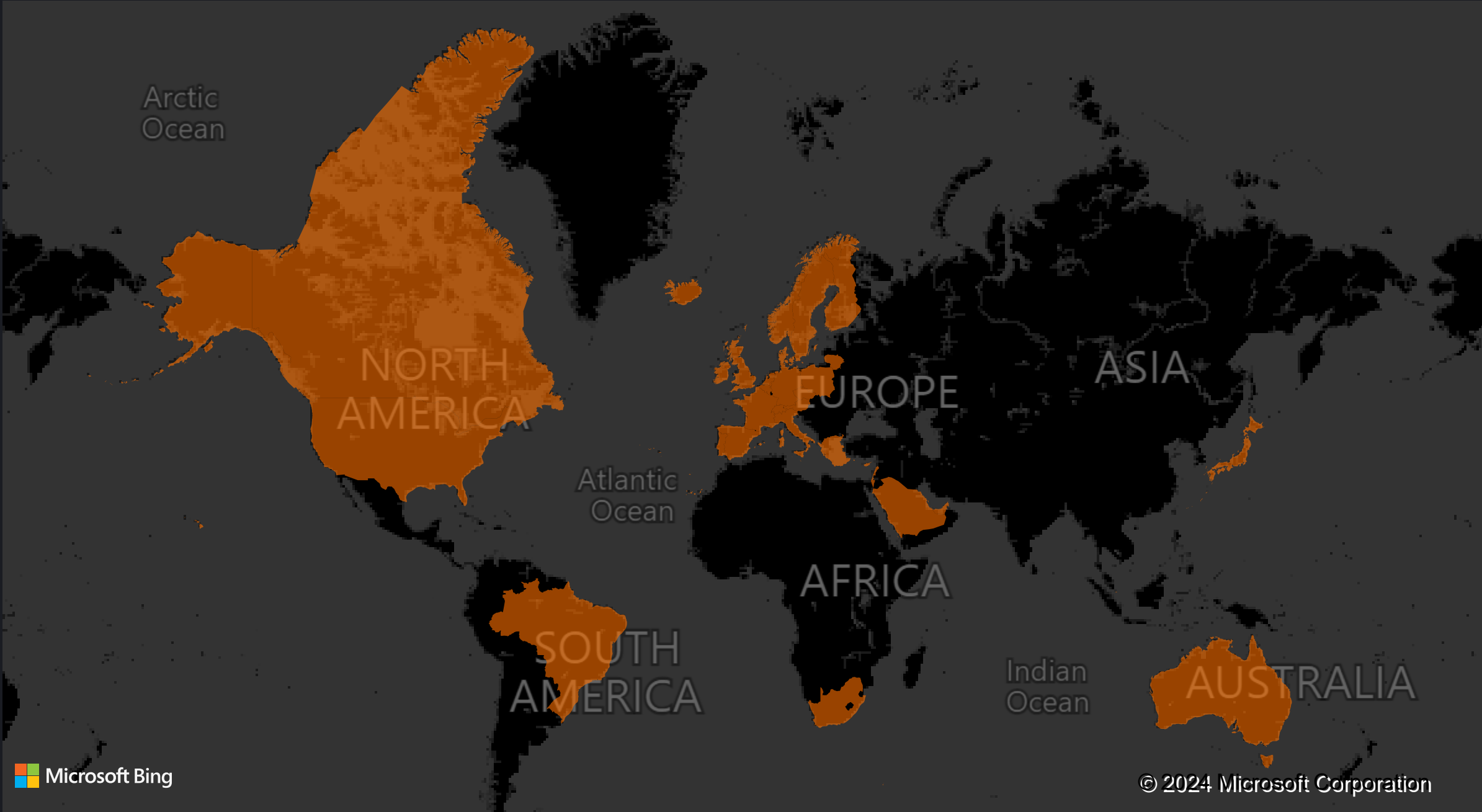
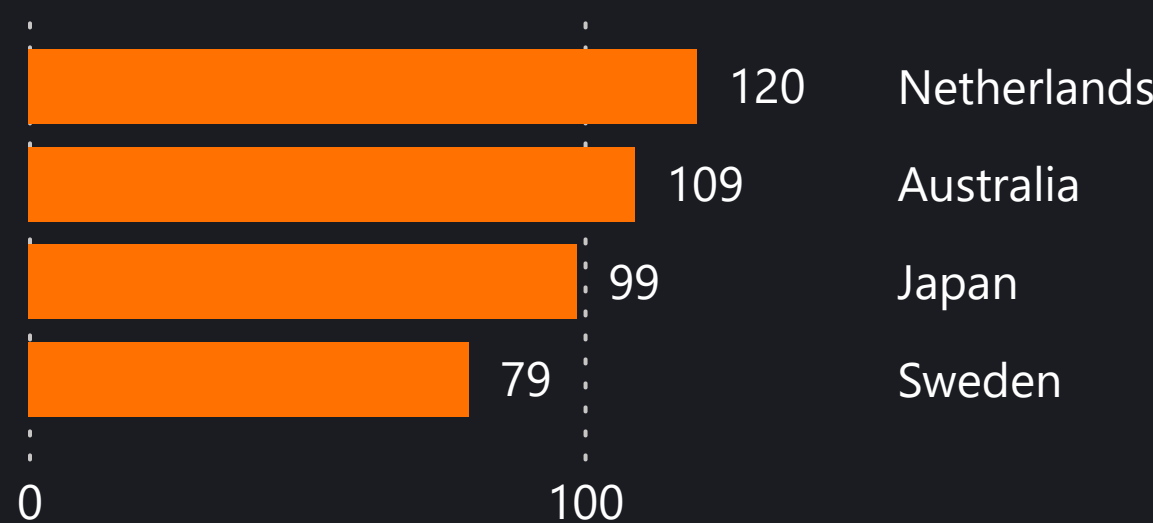
### Top Product By Quantity



### Number of Orders by Country



### Average Sales Value by Country



### Top Product By Sales

