

This is a transaction data set that 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, is a 6-digit integral number uniquely assigned to each transaction. If this code starts with the 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, is the name of the country where each customer resides.

From this data, we want to conduct a sales analysis, of what should we be looking for.