

ONLINE RETAIL REPORT

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.



NEED TO KNOW



Total Revenue



Top 5 Country by Revenue



Bottom 5 Country by Revenue



Month with Highest Revenue

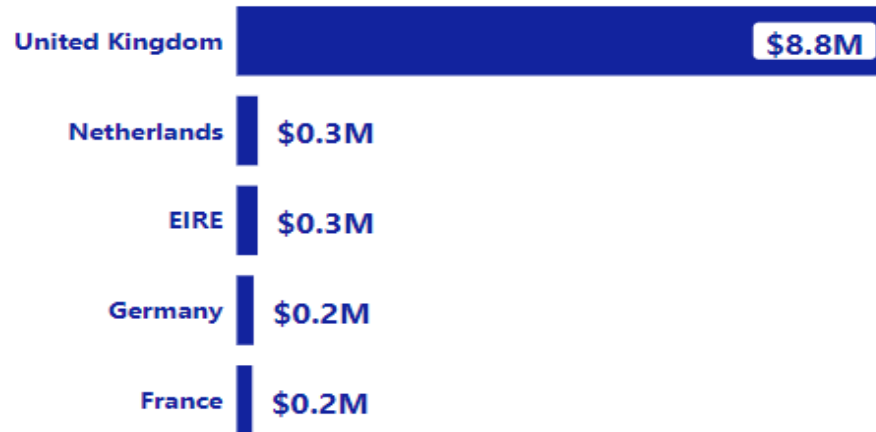


Month with the Highest Quantity Sold

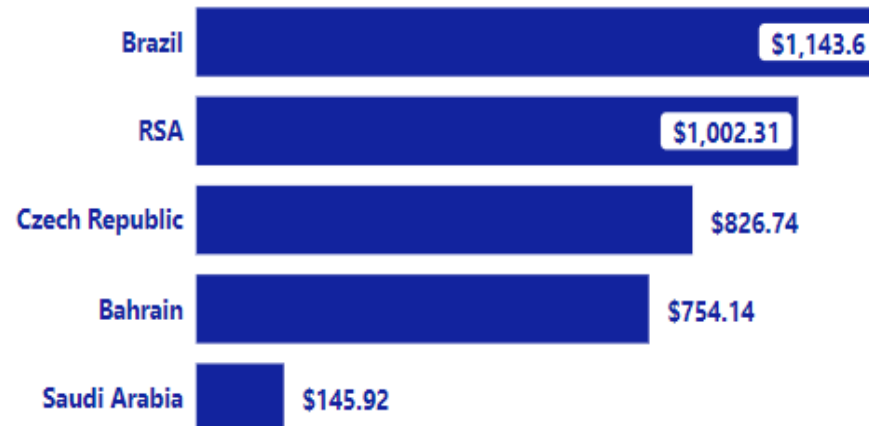


WITH A TOTAL OF
5 MILLION
QUANTITIES
SOLD A REVENUE
OF **\$10.4** MILLION
WAS GENERATED

Top 5 Country by Revenue

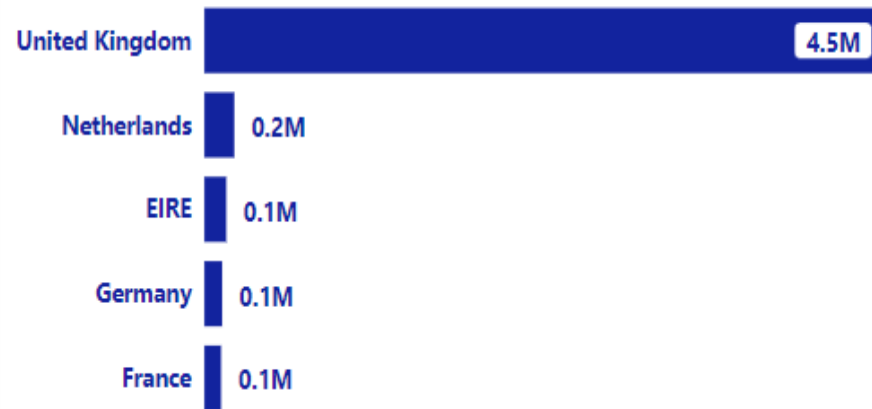


Bottom 5 Country by Revenue

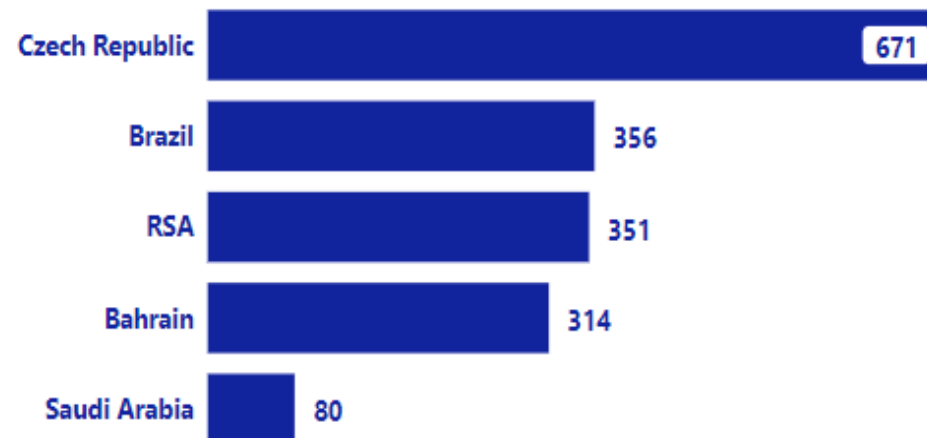


UNITED KINGDOM
GENERATED MOST
REVENUE(84.2%)

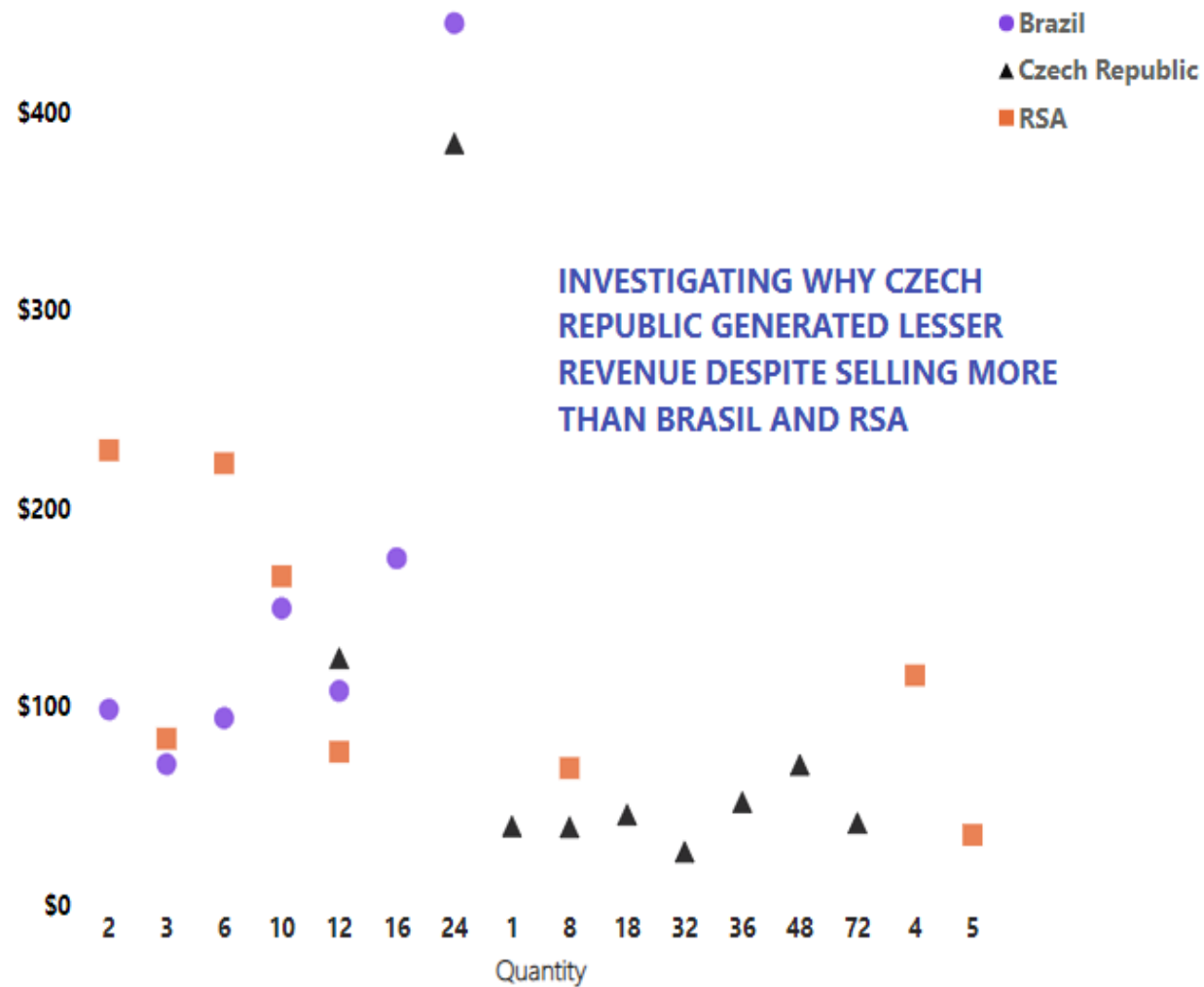
Top 5 Country by Quantity Sold



Bottom 5 Country by Quantity Sold

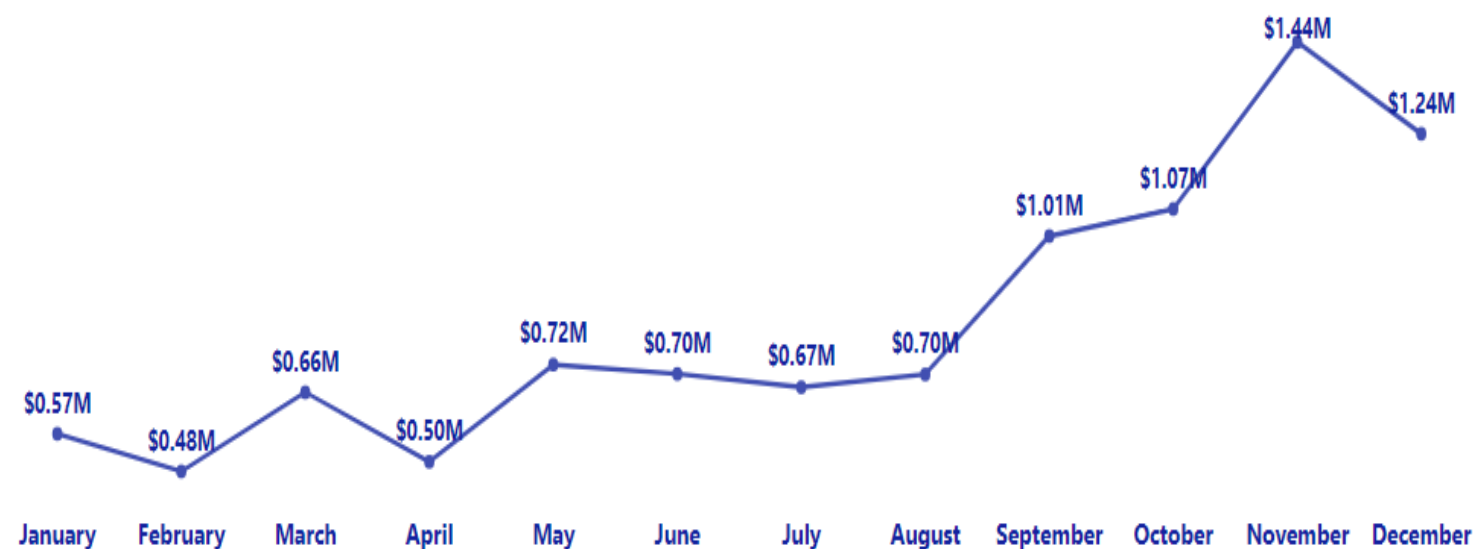


UNITED KINGDOM
SOLD MOST
QUANTITY(82.9%)

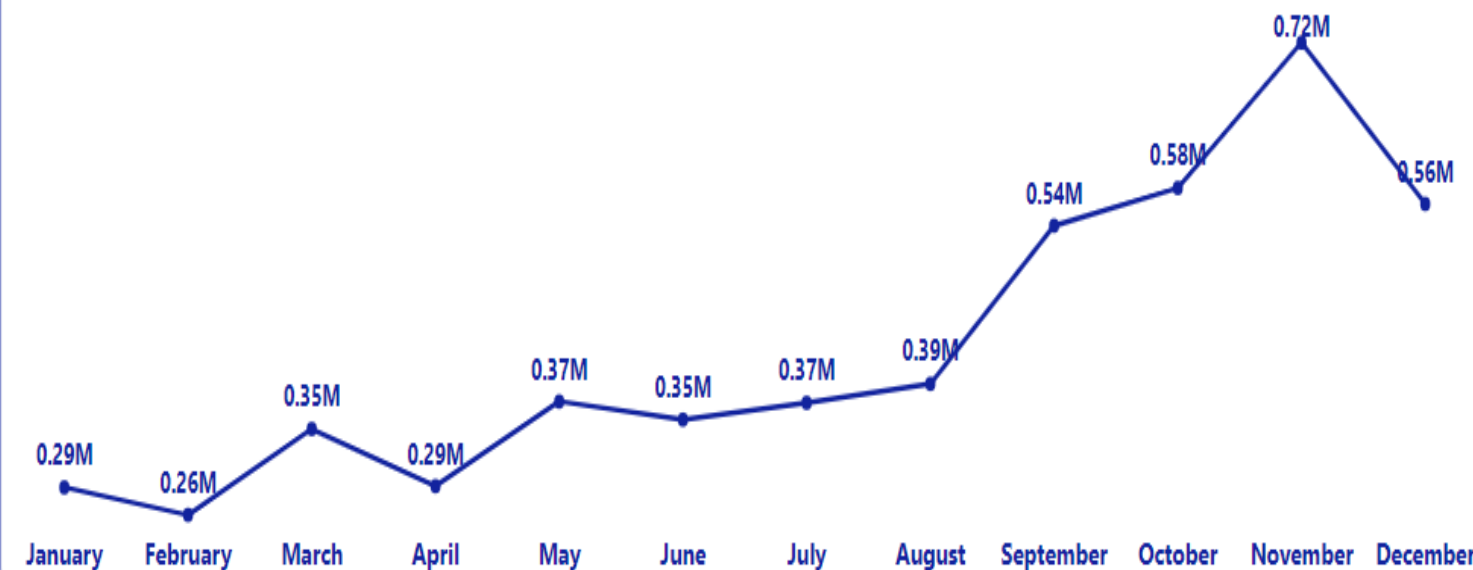


GOODS ARE SOLD
AT CHEAPER
PRICE IN CZECH
REPUBLIC

Revenue by Month



Quantity by Month



NOVEMBER HAD
MOST REVENUE
GENERATED
AND QUANTITY
SOLD
ACCOUNTING
FOR 14.8% AND
14.2%
RESPECTIVELY

Year	Month	Revenue	% Revenue
2010	December	\$810,204.81	63.27%
2011	December	\$470,323.08	36.73%
Total		\$1,280,527.89	100.00%

Year	Month	Quantity	% Quantity
2010	December	359,238	60.63%
2011	December	233,253	39.37%
Total		592,491	100.00%

REVENUE
DROPPED BY
26.5% IN
DECEMBER 2011
COMPARED TO
DECEMBER 2010

QUANTITY
SOLD DROPPED
BY **21.3%** IN
DECEMBER 2011
COMPARED TO
DECEMBER 2010

RECOMMENDATION

MORE MARKETING ACTIVITIES SUCH AS (ADVERTISEMENT, PROMOTIONS) SHOULD BE DIRECTED TO COUNTRIES GENERATING VERY LOW REVENUE

MORE ATTENTION SHOULD BE FOCUSED TO SALES AT THE BEGINNING OF THE COMING YEARS(2012.....)

ACTIVITIES IN DECEMBER 2011 SHOULD BE INVESTIGATED AS TO THE MASSIVE DECREASE IN SALES COMPARE TO 2010

