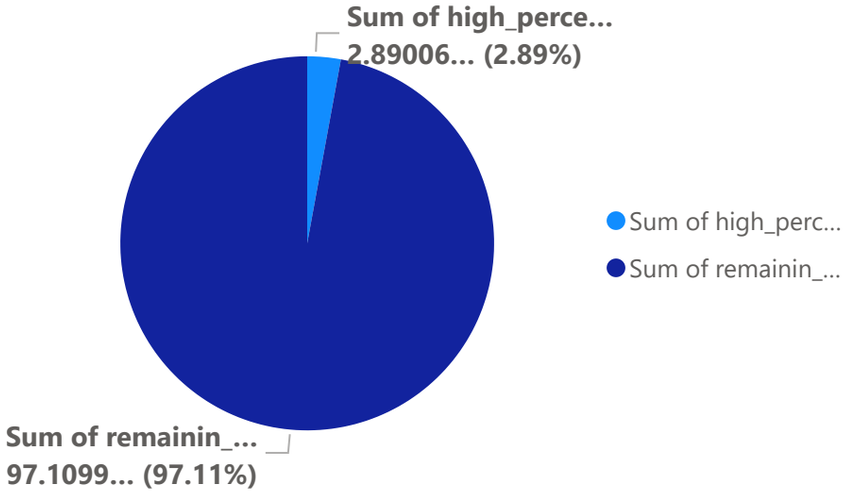
R code

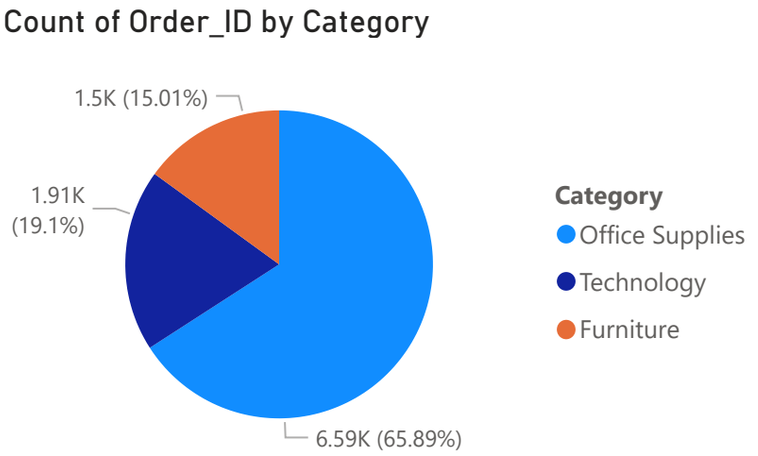
```
#Percentage of orders with high-priced products
 Percentage_of_orders_with_high_priced_products <-
df_eu_storedata |>
  mutate(unit_price = Sales/Quantity) |>
  mutate(Factors = cut2(unit_price)) |>
  group_by(Factors) |>
  summarise(n_distinct(Order_ID)) |> view()
```

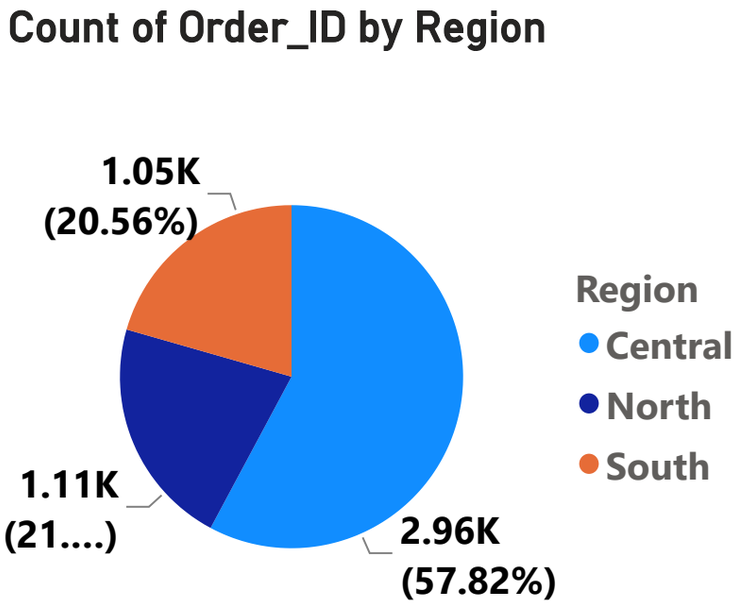
There are 148 orders with total in range of [473.47,908.55] from 5121 orders

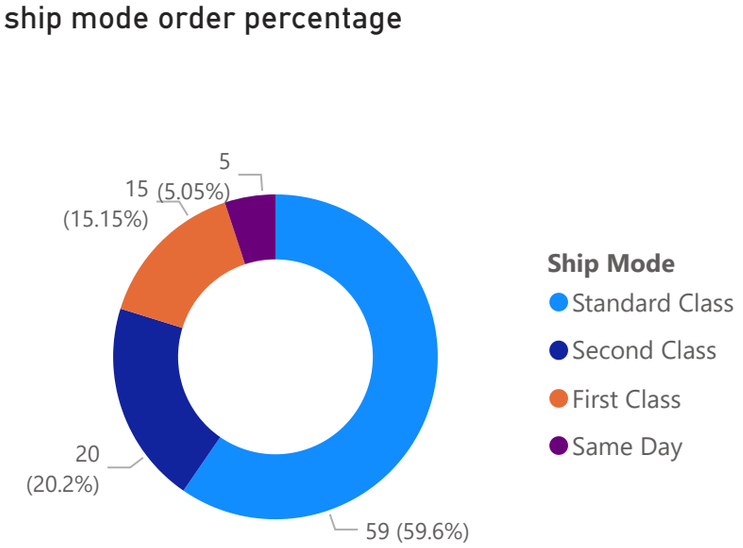
Factors	Sum of orders
[473.47,908.55]	148
Total	**148**

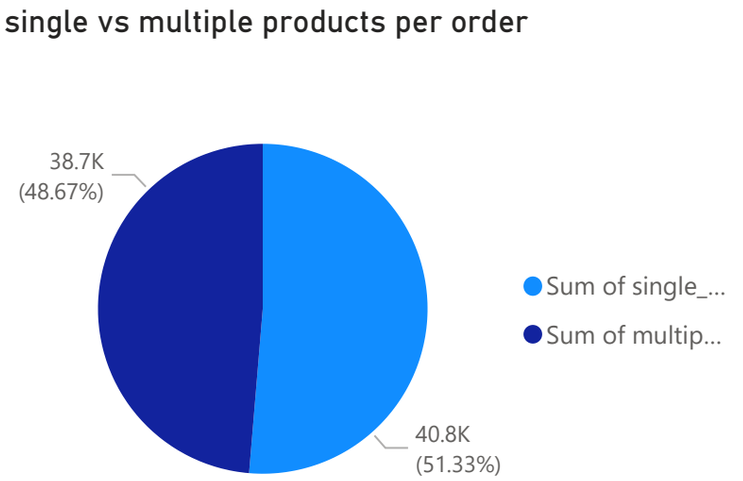
higher range product purchase and remaining purchase



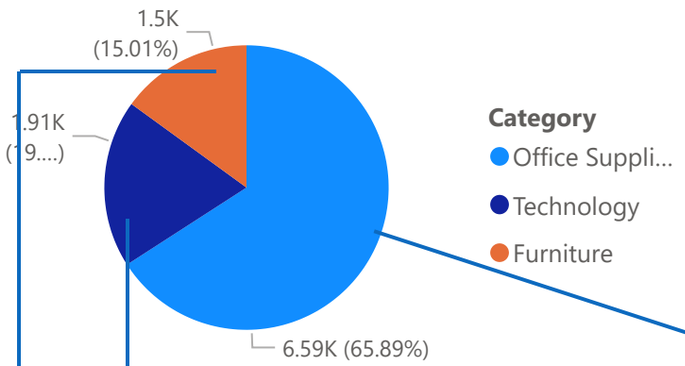




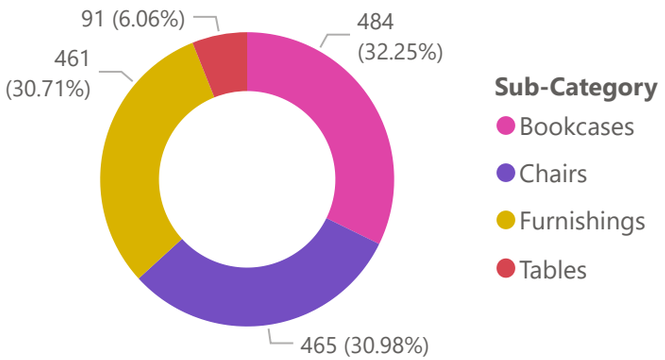




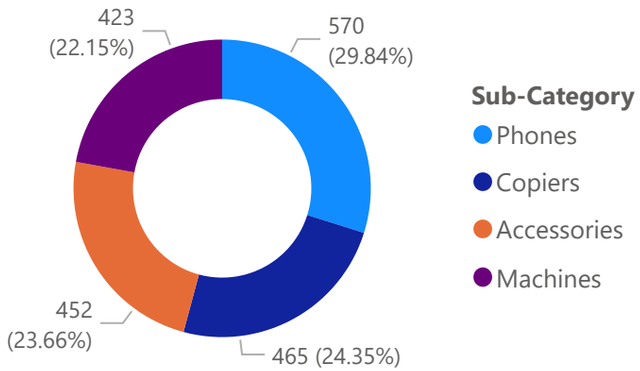
Count of Order_ID by Category



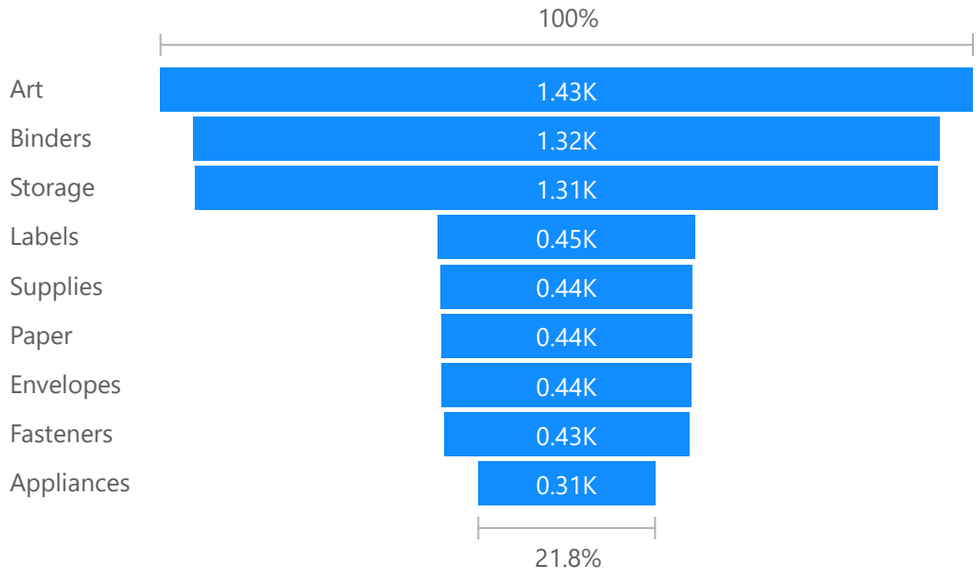
Count of Order ID by Sub-Category(Furniture))



Count of Order ID by Sub-Category(Technology)

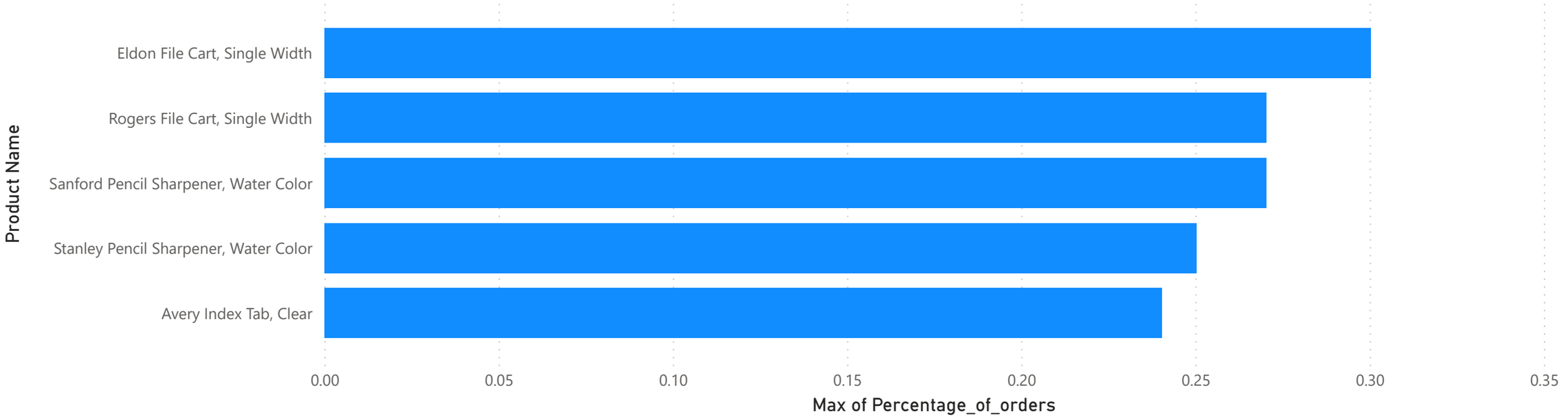


Count of Order ID by Sub-Category(Office supplies)



Product Name	Sum of Profit	Sum of Sales	Sum of Discount
Rogers File Cart, Single Width	1,250.64	14,160.72	4.20
Eldon File Cart, Single Width	2,648.35	12,207.91	4.40
Sanford Pencil Sharpener, Water Color	312.06	2,362.71	2.60
Stanley Pencil Sharpener, Water Color	-169.65	2,216.55	2.10
Avery Index Tab, Clear	70.32	519.84	1.00
Total	4,111.72	31,467.73	14.30

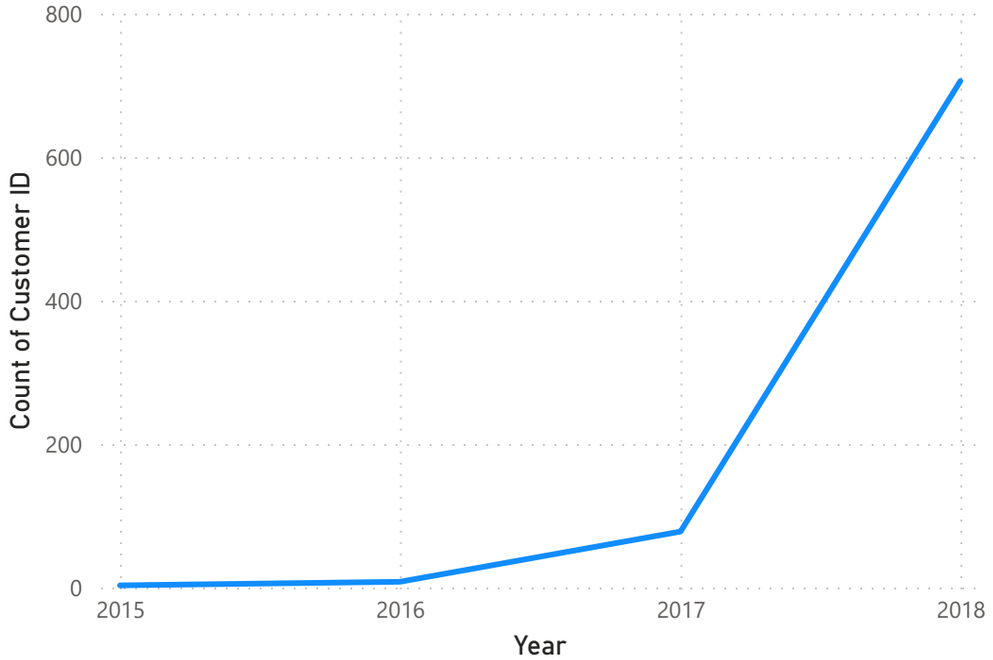
order percentage of top 5 products sold



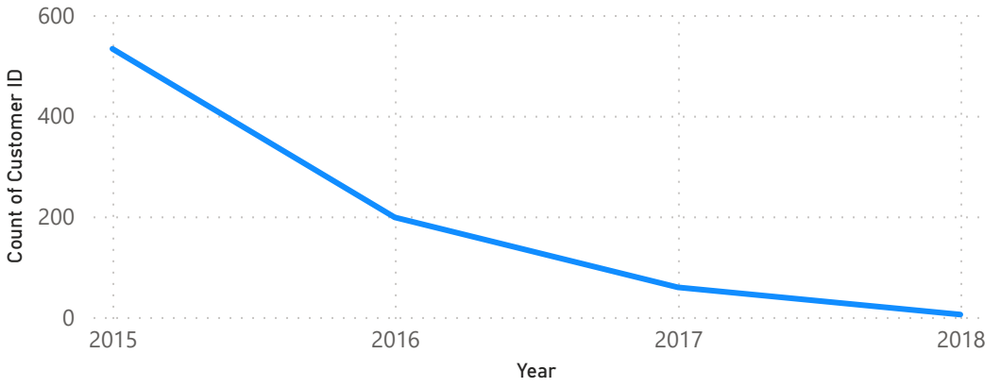
Count of Order_ID by Country

City	State	Country
London 133 Count of Order_ID	England 772 Count of Order_ID	France 1476 Count of Order_ID
Berlin 105 Count of Order_ID	Ile-de-France 502 Count of Order_ID	Germany 1019 Count of Order_ID
Vienna 105 Count of Order_ID	North Rhine-Westph... 352 Count of Order_ID	United Kingdom 853 Count of Order_ID
Paris 96 Count of Order_ID	Provence-Alpes-Côt... 205 Count of Order_ID	Italy 561 Count of Order_ID
Madrid 87 Count of Order_ID	Auvergne-Rhône-Alp... 133 Count of Order_ID	Spain 455 Count of Order_ID
Marseille 67 Count of Order_ID	Madrid 119 Count of Order_ID	Netherlands 213 Count of Order_ID
Rome 67 Count of Order_ID	Hauts-de-France 114 Count of Order_ID	Austria 140 Count of Order_ID
Stockholm 58 Count of Order_ID	Berlin 105 Count of Order_ID	Sweden 100 Count of Order_ID
Hamburg	Languedoc-Roussillo...	Belgium

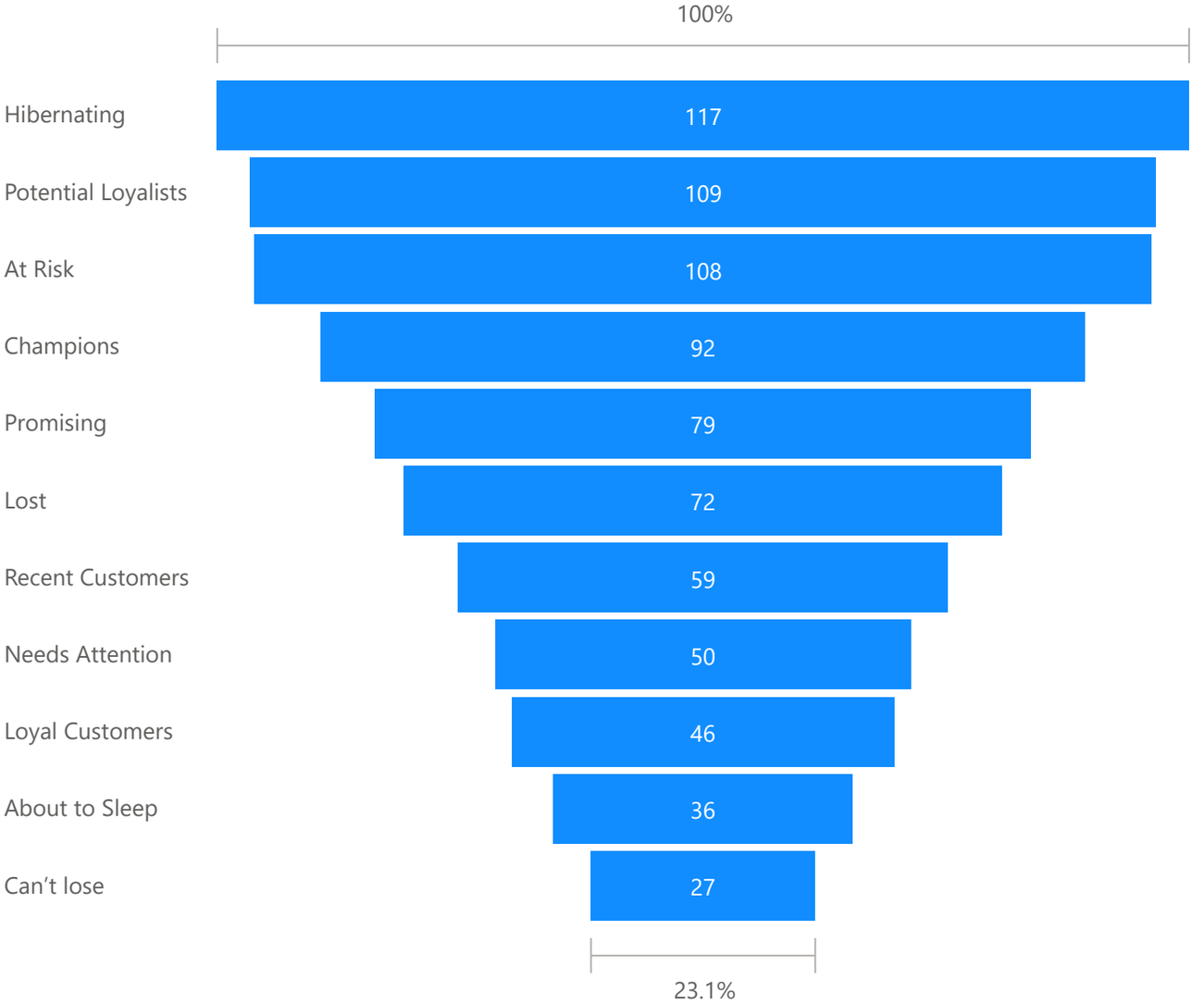
last transactions of customers per year



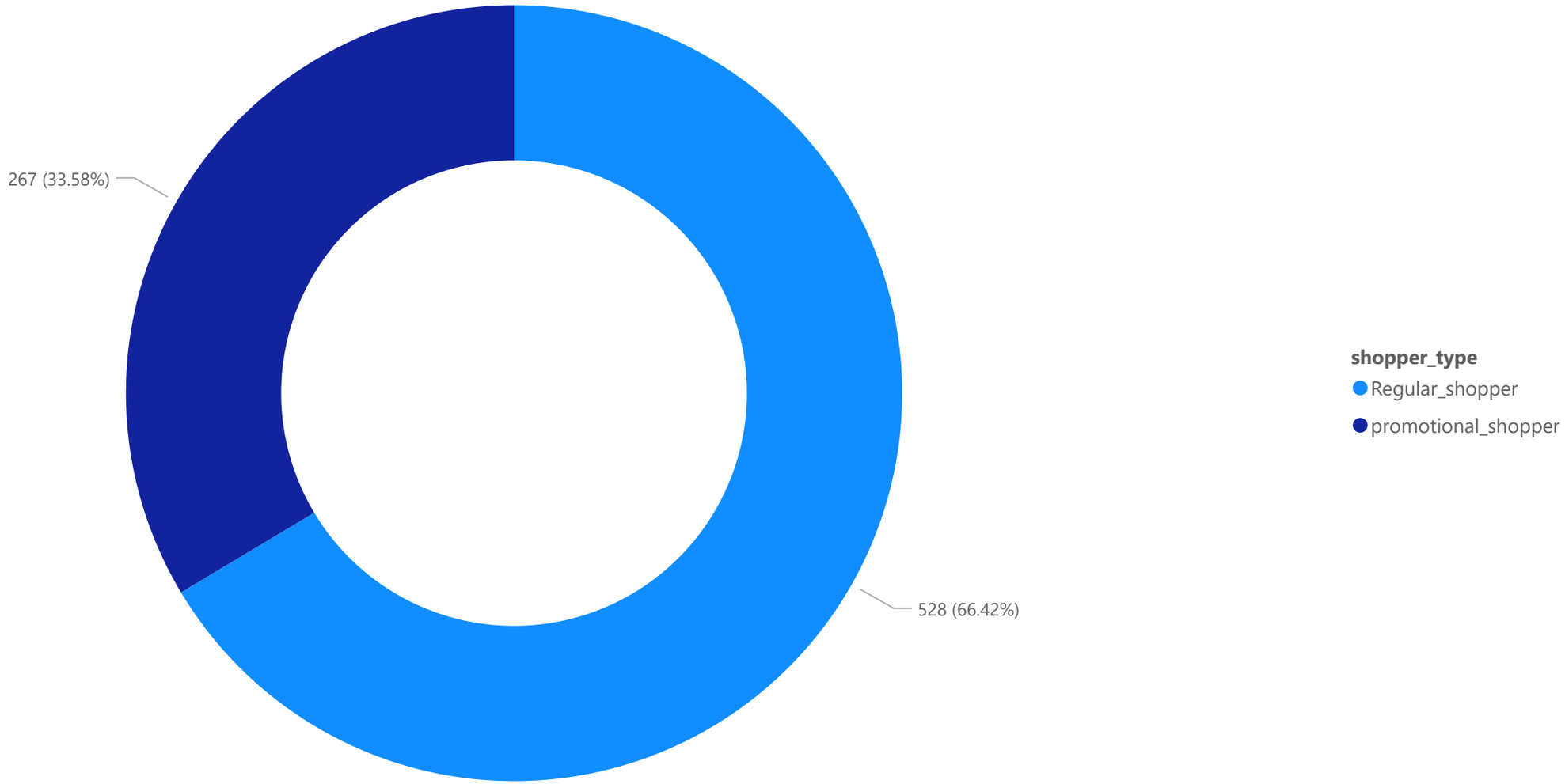
first transactions of customers per year



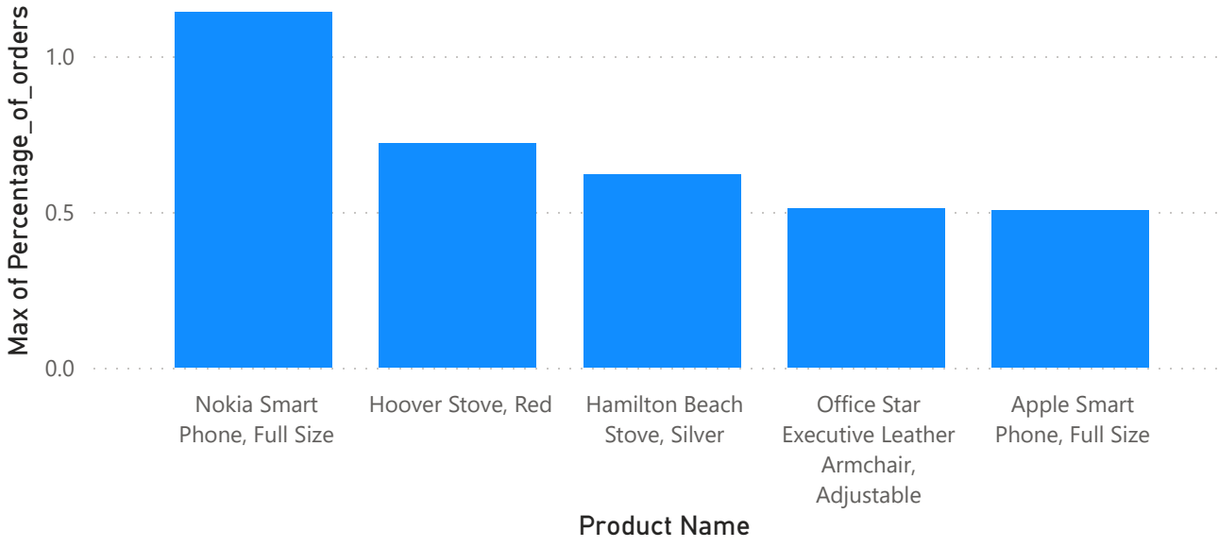
Count of Customer_name by Segment.1



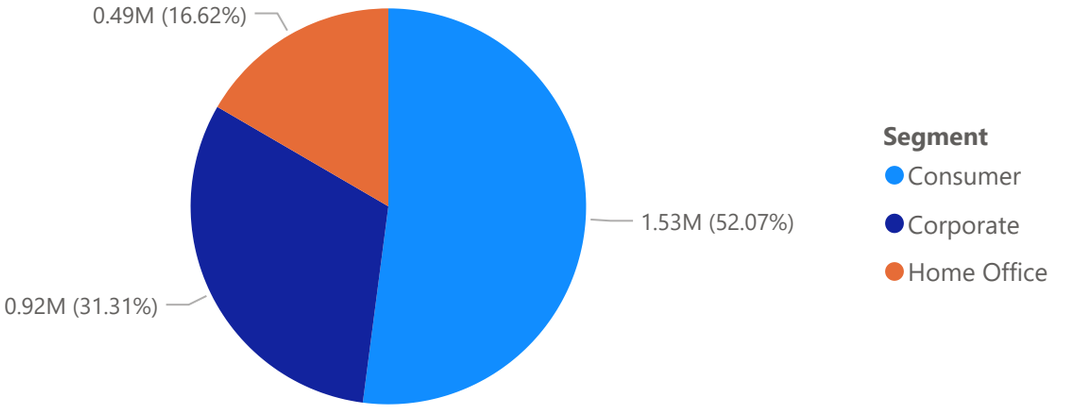
shopper type percentage



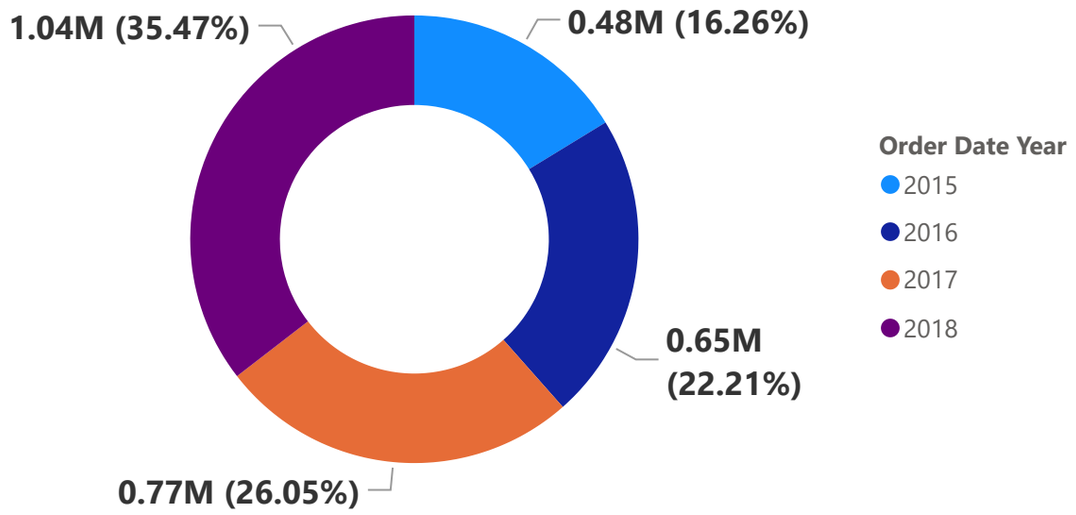
sales Percentage_of top 5 Products



segment sales percentage



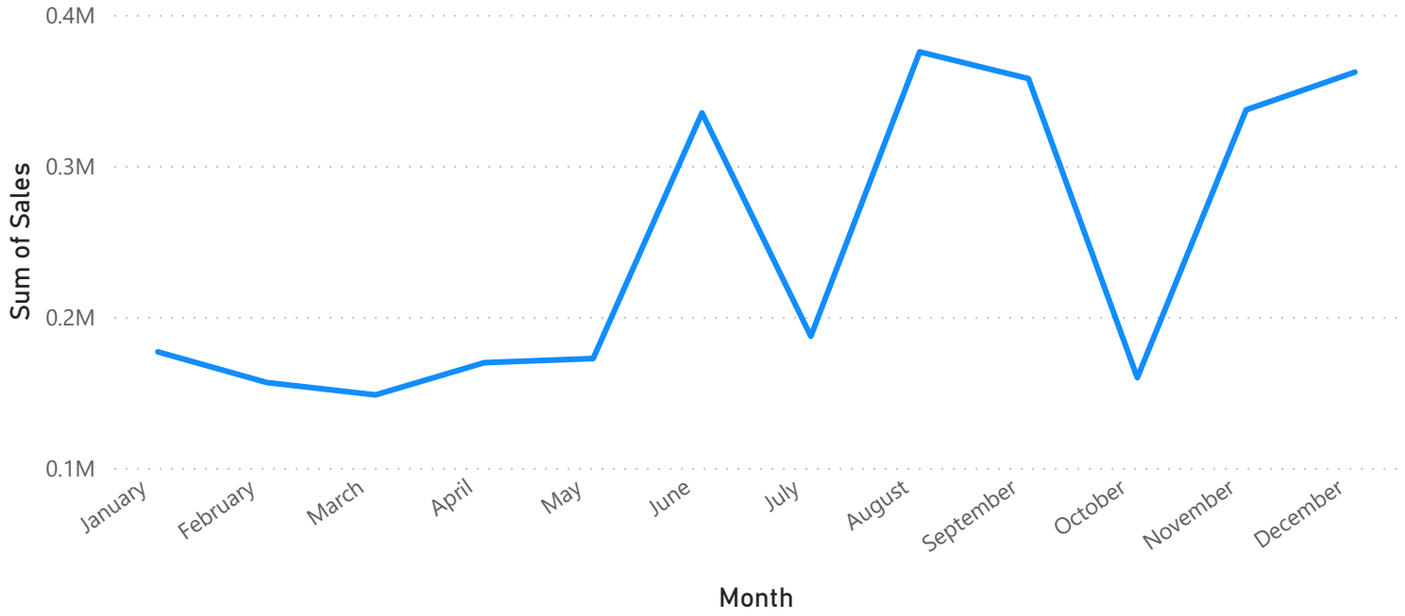
Sum of Sales by Year



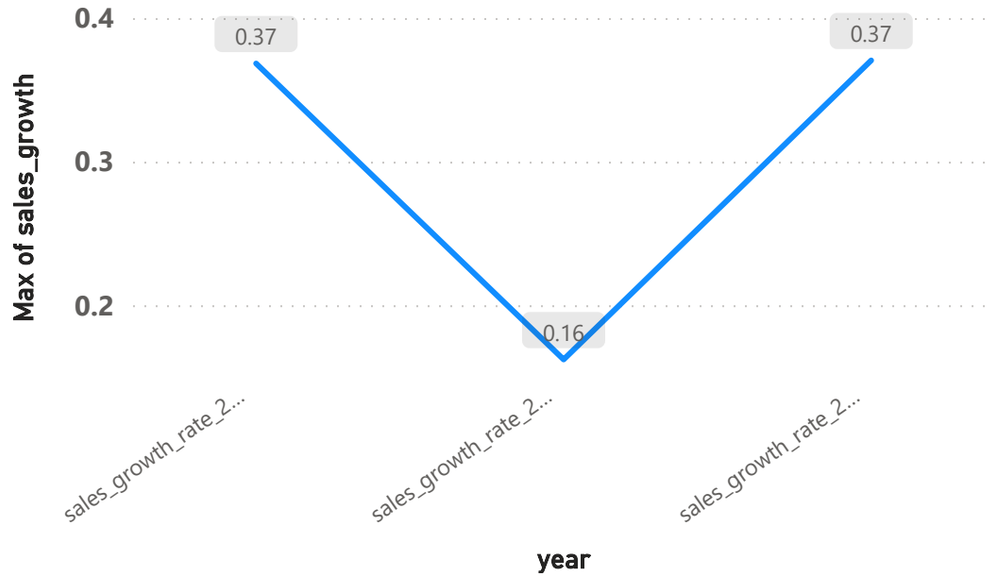
SUMMARY

- Sum of Sales trended up, resulting in a 118.13% increase between 2015 and 2018.
- Sum of Sales started trending up on 2015, rising by 118.13% (564,407.00) in 3 years.
- Sum of Sales jumped from 477,796.73 to 1,042,203.73 during its steepest incline

Sum of Sales by Month



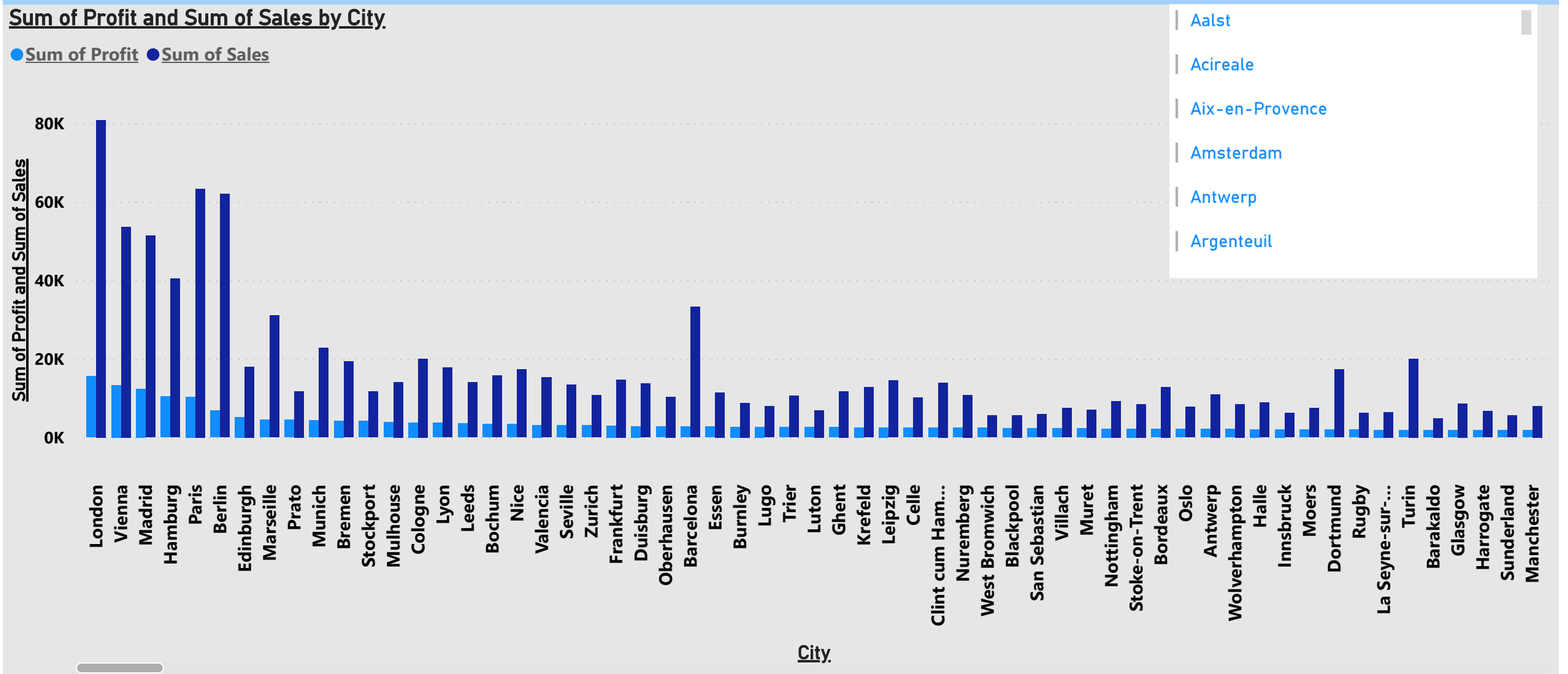
sales_growth by year



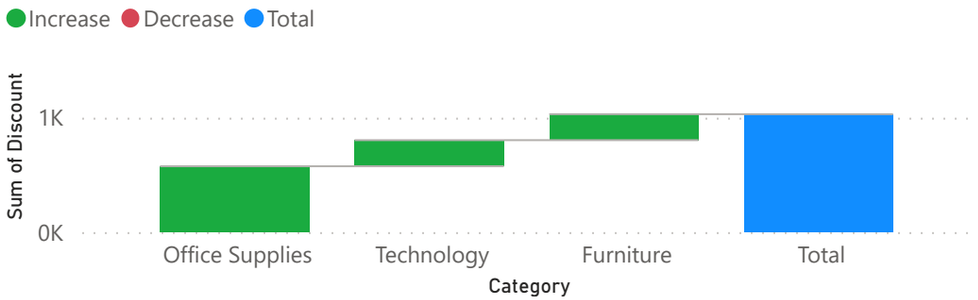
SUMMARY

- At 375,487.90, August had the highest Sum of Sales and was 153.18% higher than March, which had the lowest Sum of Sales at 148,311.03
- August accounted for 12.78% of Sum of Sales.
-

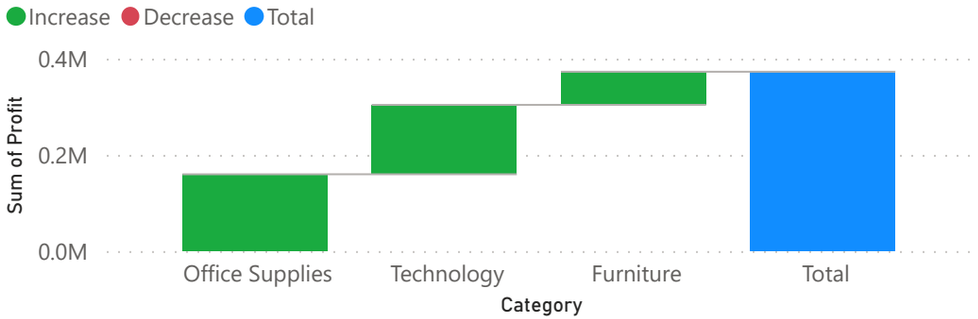
- At 15,604.81, London had the highest Sum of Profit and was 234.14% higher than Stockholm, which had the lowest Sum of Profit at -11,632.89.
- Sum of Profit and total Sum of Sales are negatively correlated with each other.
- London accounted for 2.44% of Sum of Profit.
- Sum of Sales and Sum of Profit diverged the most when the City was London, when Sum of Sales were 65,159.61 higher than Sum of Profit.



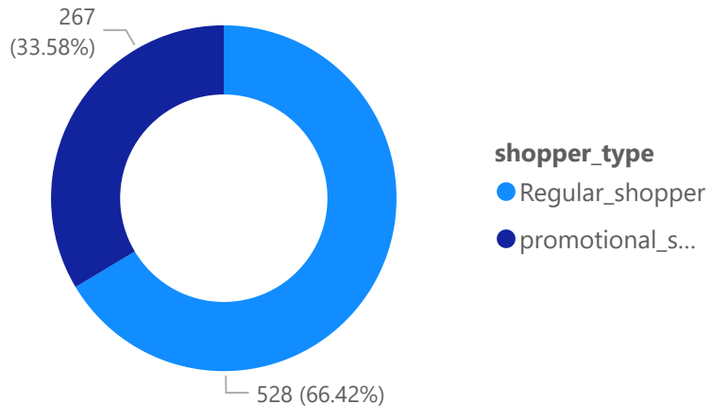
Sum of Discount by Category



Sum of Profit by Category

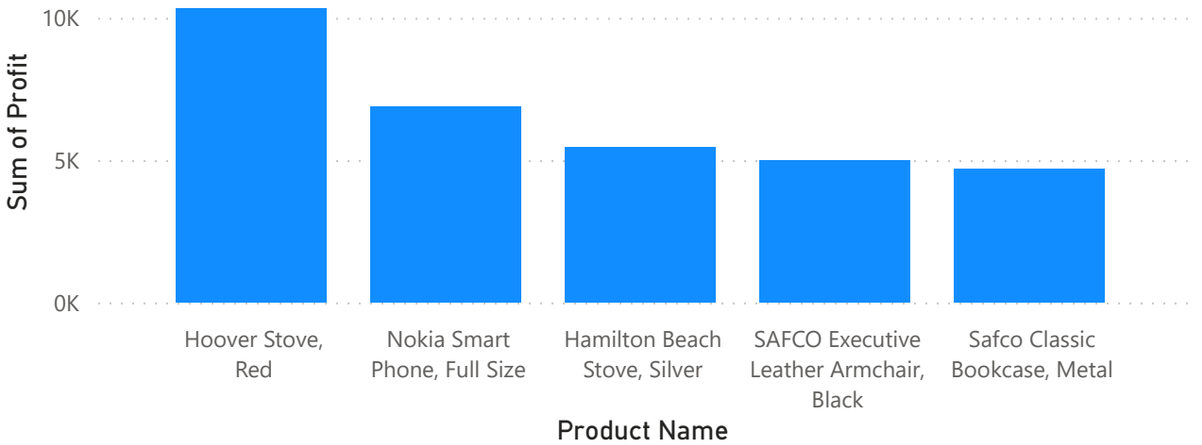


shopper type percentage

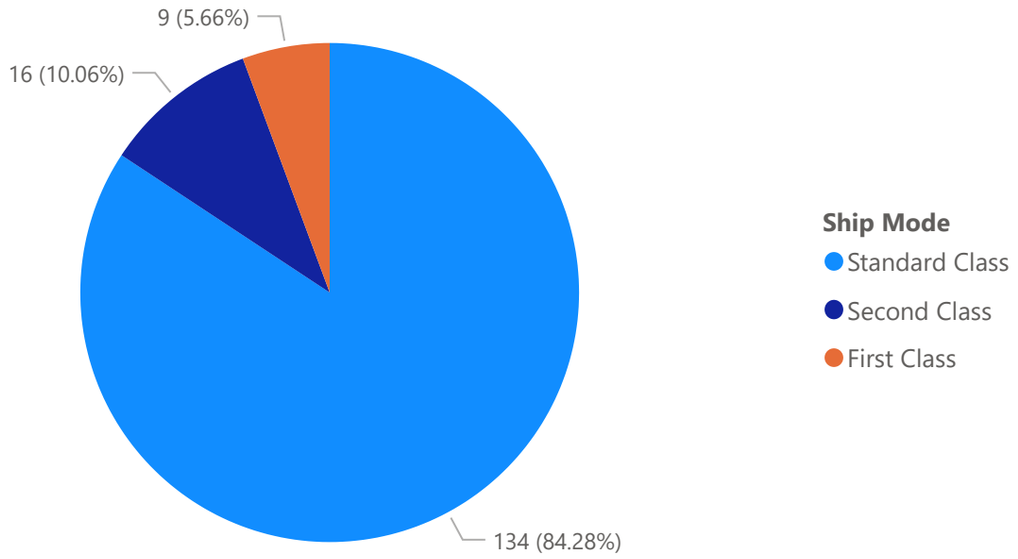


Discount Percentage_of_ top 5 discounted Products

Sum of Profit by Product Name



Ship modes in high profitability group



R code

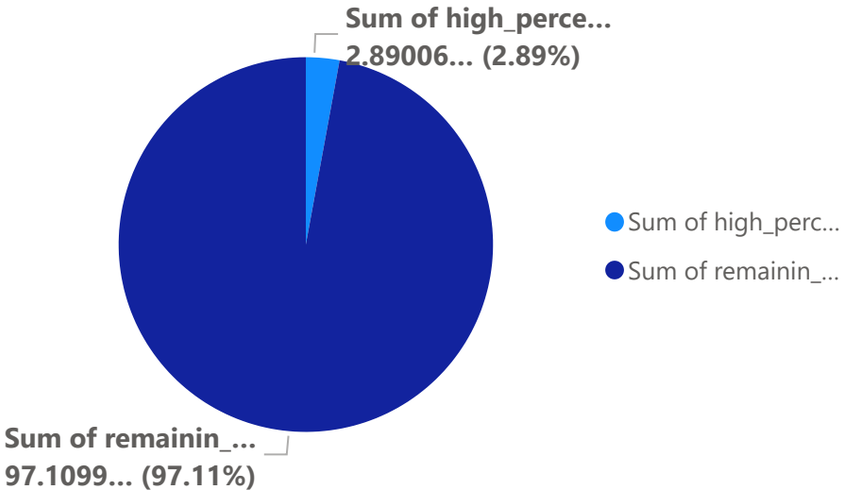
```
#Percentage of orders with high-priced products

Percentage_of_orders_with_high_priced_products <- df_eu_storedata |>
  mutate(unit_price = Sales/Quantity) |>
  mutate(Factors = cut2(unit_price)) |>
  group_by(Factors) |>

summarise(n_distinct(Order_ID)) |> view()
```

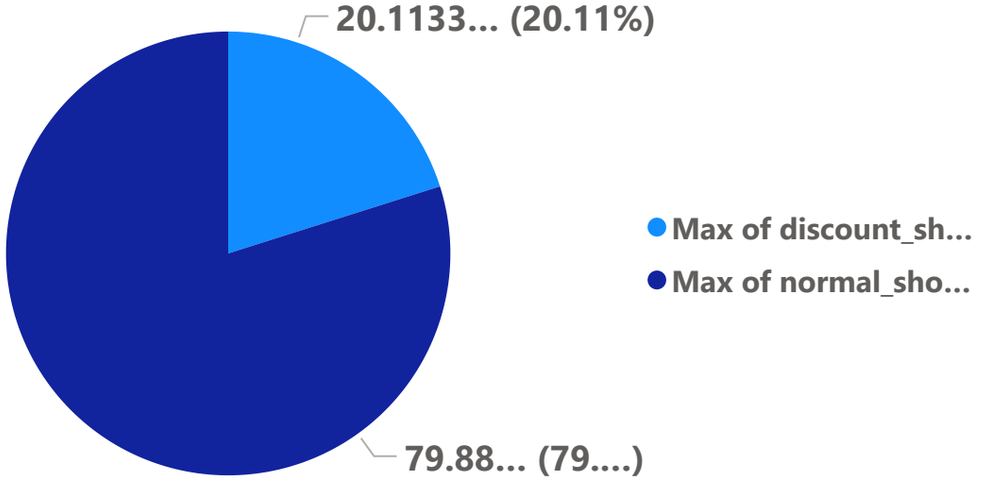
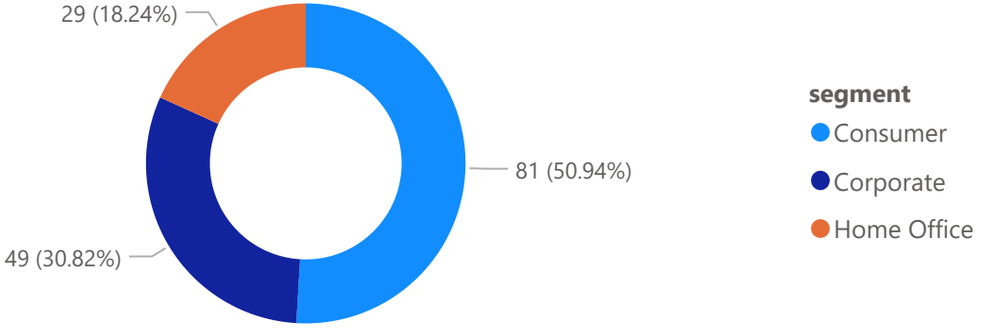
There are 148 orders with total in range of

higher range product purchase and remaining purchase



Factors	Sum of orders
[473.47,908.55]	148
Total	**148**

average discount that customers get on their order



Segments in high profitability group