Long Tail. > Items can be books, music, videos, news # of purchase week Items ranked by popularity * The most popular items are to the left, and as you keep moving towards right the items become less and less popular. The come looks like this # ref purchases pur week The piece of the wine to the right side is called long tail Items ranked by popularity

This were has an interesting thing which is cut-off. Any item that we less than the cut coff, is an infrequently bought item. (May be once a week or once a month) glo, its not sasible for physical stores like Wallmart to stock such items. (: they are umpopulai Heme ovoloble of wit-off point alimber of items Items available only online purchased pyweek Items by popularity This phenomenon occurs for many things. Ex: News article of Ehrek in Newspaper, only few vertiles; but go online there are myriad of articles?