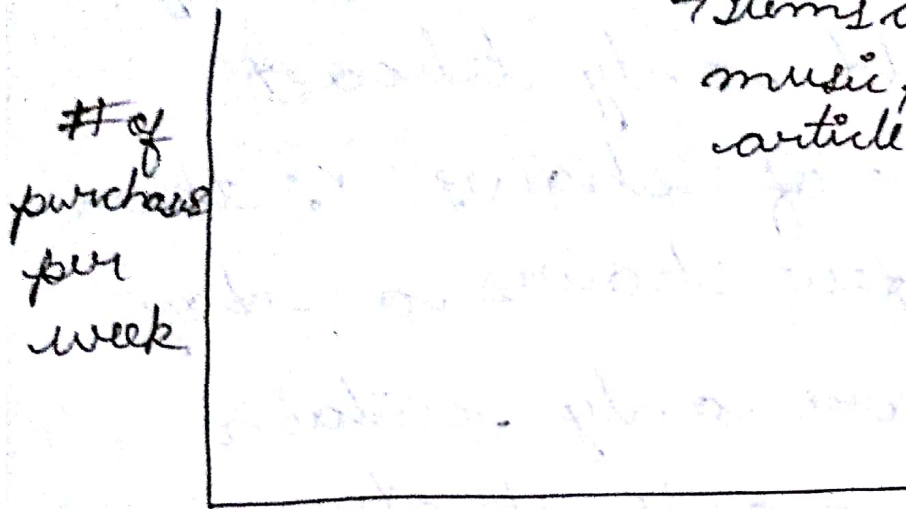


Long Tail:

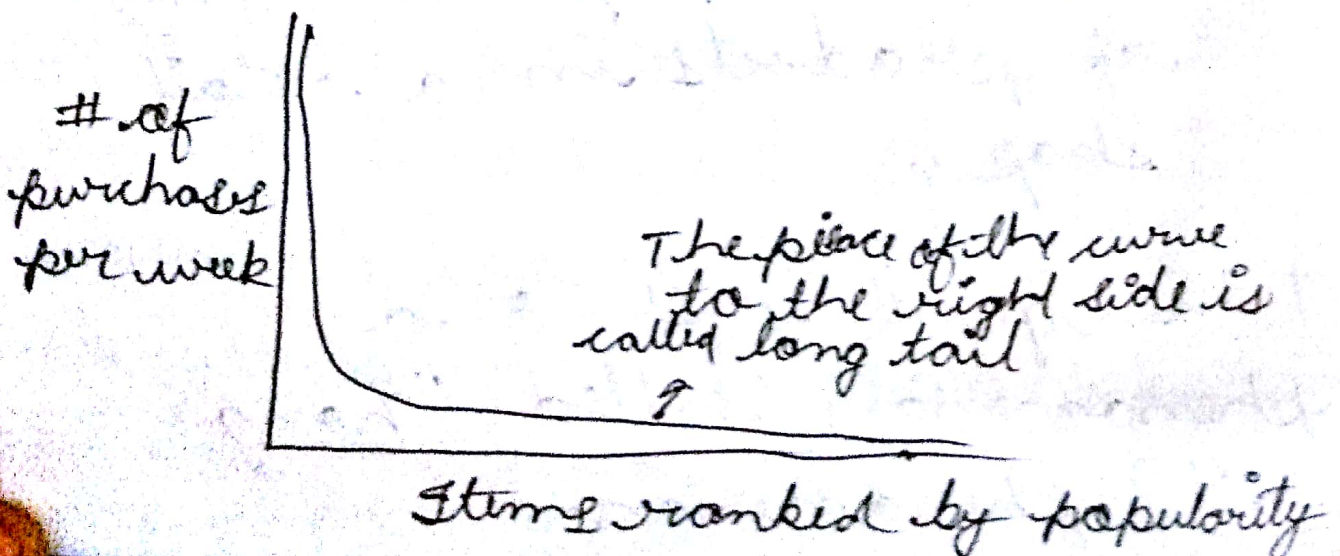
→ Items can be books, music, videos, news article etc.



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.

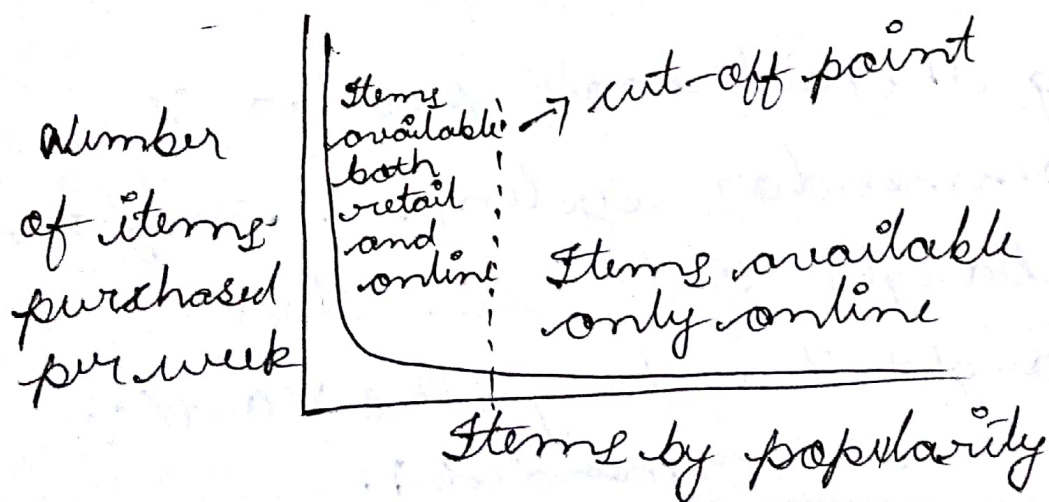
The curve looks like this



This curve has an interesting thing which is cut-off.

Any item that are less than the cut off, is an infrequently bought item. (Maybe once a week or once a month)

So, it's not feasible for physical stores like Walmart to stock such items. (\because they are unpopular)



This phenomenon occurs for many things.

Ex: News article

{ Check in Newspaper, only few articles; but go online there are myriad of articles }