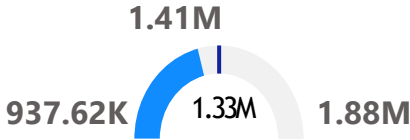


UNDERSTANDING CUSTOMER TRANSACTION

BY
MARGARET OLUWADARE (GROUP 1); WTF/23/DS/C/030

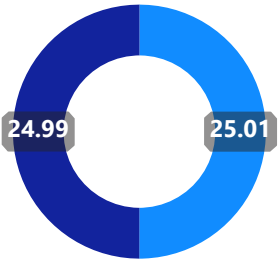


392.48K
Total Profit

2bn
Units Sold

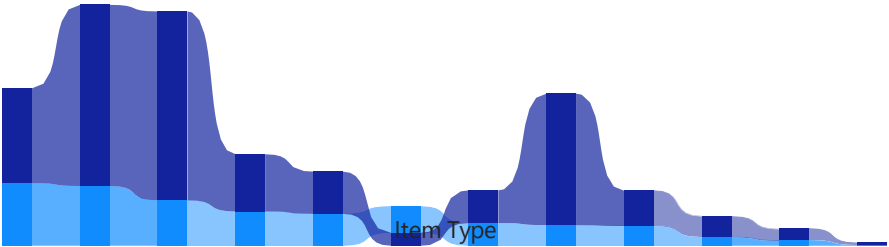
Time Taken to ship item (Days)

Offline Online

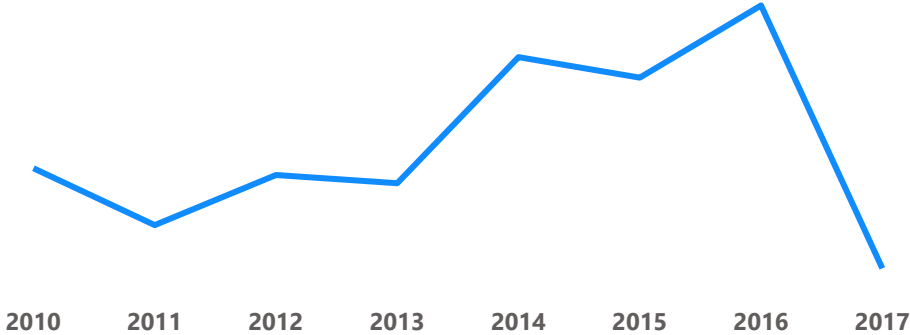


Correlation between Cost and Profit of Items

Total Profit Total Cost



Total Profit by Year



At 869,337.60, Cosmetics had the highest Total Profit and was 7,147.89% higher than Fruits, which had the lowest Total Profit at 11,994.35.

Total Profit and total Total Cost are positively correlated with each other.

Total Cost and Total Profit diverged the most when the Item Type was Office Supplies, when Total Cost were 1,991,701.85 higher than Total Profit.

Across all 12 Item Type, Total Profit ranged from 11,994.35 to 869,337.60 and Total Cost ranged from 34,440.22 to 2,622,366.63.

Total Profit by Region



Region

All

Country

All

Shipping Time (Days)



Item Type

- ☐ Baby Food
- ☐ Beverages
- ☐ Cereal
- ☐ Clothes
- ☐ Cosmetics
- ☐ Fruits
- ☐ Household
- ☐ Meat
- ☐ Office Supplies
- ☐ Personal Care
- ☐ Snacks
- ☐ Vegetables