I had the opportunity to analyse using excel the sales transaction data set of an online retail for one year. This shop has been selling gifts and homewares for adults and children through the website. Their customers come from all over the world and usually make direct purchases for themselves. There are also small businesses that buy in bulk and sell to other customers through retail outlet channels.

Information is a main asset of businesses nowadays. The success of a business in a competitive environment depends on its ability to acquire, store, and utilize information. Data is one of the main sources of information. Therefore, data analysis is an important activity for acquiring new and useful information.

Our goal is to get some key indicators that help the company to better understand its market and based on the data exploration we should provide growth strategy suggestions.

Questions to answer.

* How was the sales trend over the month?
* What are the most frequently purchased products?
* How many products does the customer purchase in each transaction?
* What are the most profitable segment customers?
* Based on your findings, what strategy could you recommend to the business to gain more profit?

* The dataset contains (536350 rows, 8 columns).
* The 'Date' column stored as an object (text), which is not a proper date and time format.
* The 'Customer No' column stored as a float numbers, which can cause ambiguousity
* Total of country that this database have is 38 Country. Which mean this online shop business have transaction across the country in the world.
* Some data have missing values, including the Customer No, which is unexpected. Every transaction must have a Customer No.
* In Quantity column, there have negative values. It can cause ambigousity.
* In Transaction column, we must remember that if there is have letter "C" in the first value. That indicate cancellation.