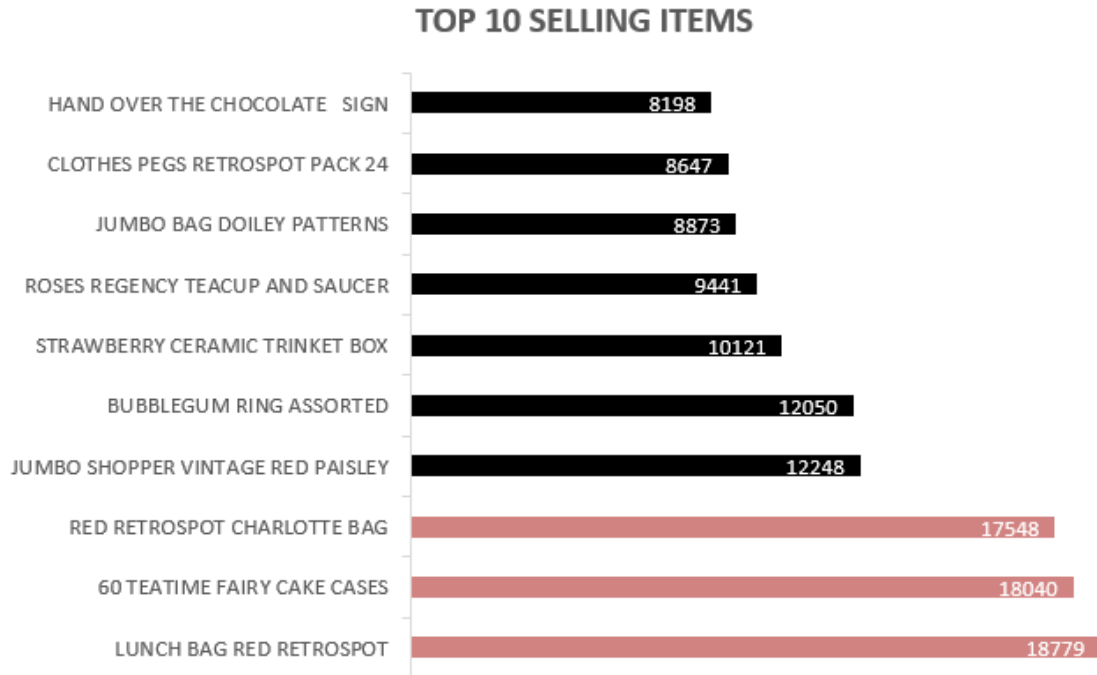


ECOMMERCE DATA SET

This UK online retailer shared its transactional data from December 1 2010 to December 9 2011.

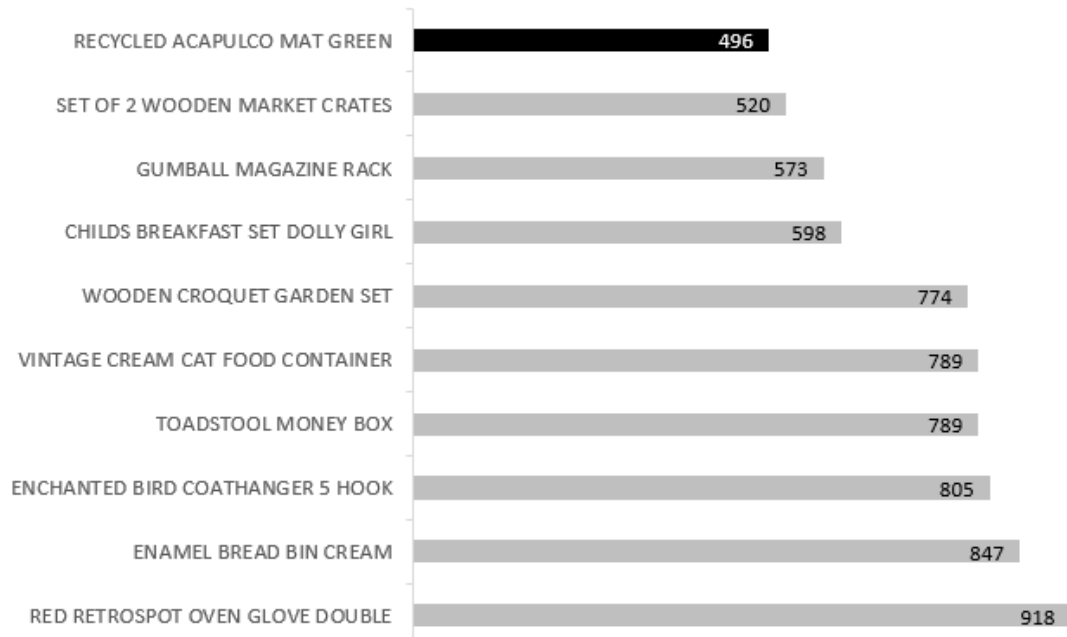
1. This chart will shed some light on its most popular items during that period.



Among the top 10 items, the best selling three products: Red Retrospot Charlotte Bag, 60 Teatime Fairy Cake Cases and Lunch Bag Red Retrospot had an outstanding performance compared to the other in the group, each with the purchase quantities of more than 17,500 items sold during the 12-month period.

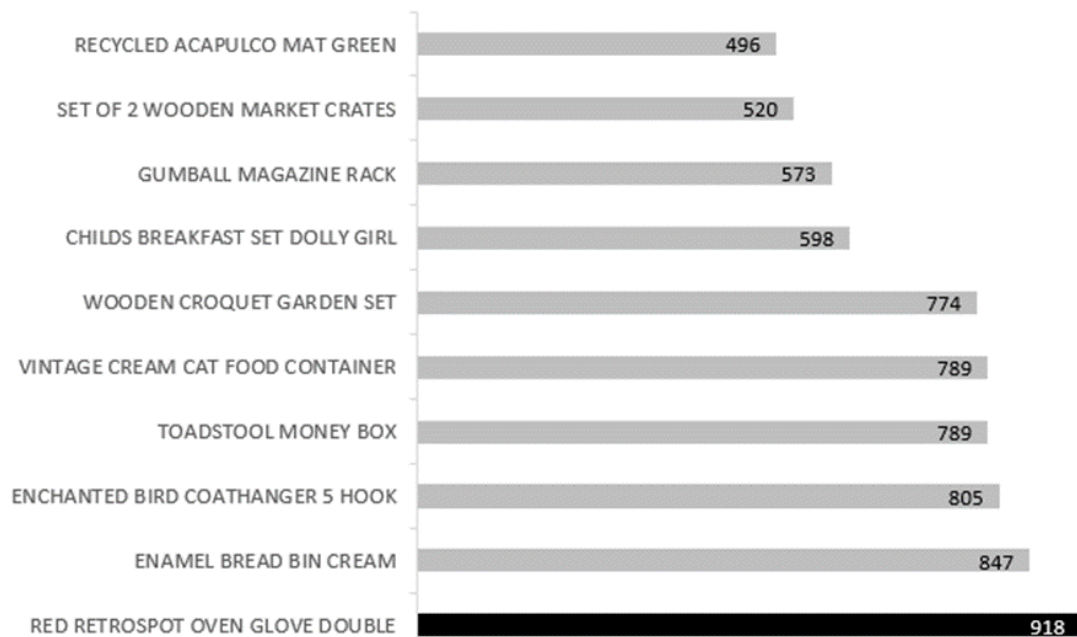
2. The following are the least popular products sold on the UK e-commerce site.

THE LEAST POPULAR ITEMS



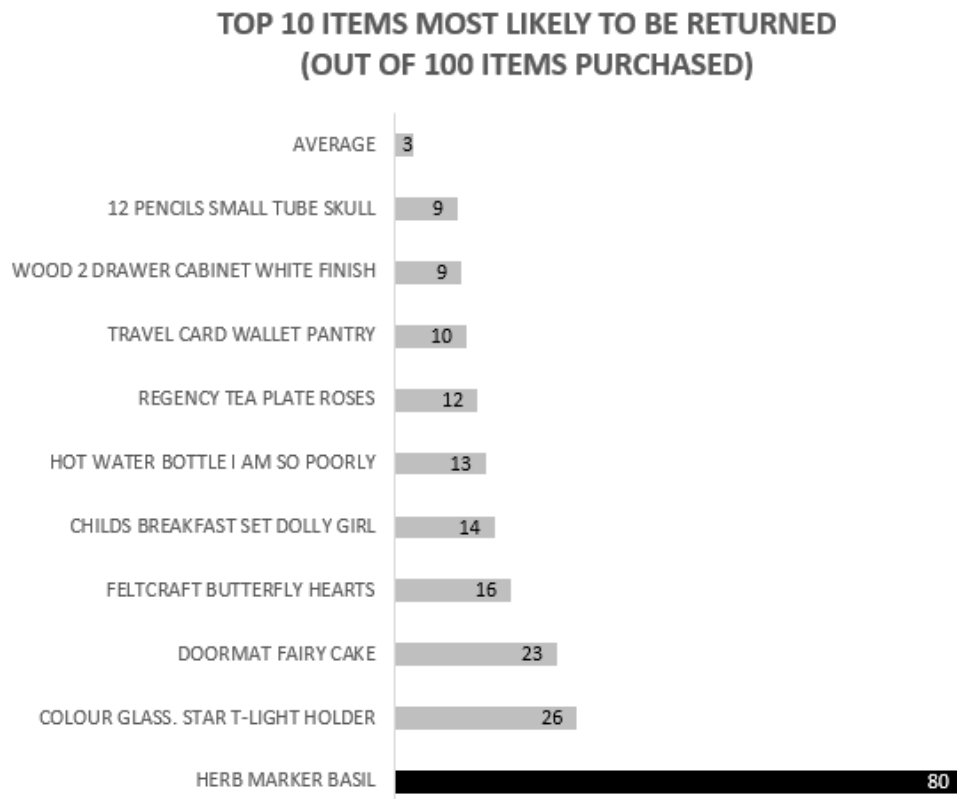
Out of 123 products in the list, this Recycled Acapulco Mat Green only sold fewer than 500 items. The retailer may need to consider adjusting or replacing not only the Mat but other items in this list.

THE LEAST POPULAR ITEMS



Red Retrosport pattern, while seemingly worked well for 2 of the 3 best selling products (Lunch Bag Red Retrosport and Red Retrosport Charlotte Bag), could not save the oven glove from being at the bottom 10.

3. The following graph reveals the top 10 items that were most likely to be returned



Compared to the average rate of return: 3 out of 100 purchased items, the 10 items in this list had a substantially higher chance of being returned to the retailer. However, the most outstanding case was of Herb Marker Basil: for every 100 Markers sold, 80 of them would be returned. This number suggests that the retailer need to check this specific product's quality or review its returning policy for the specific item.