

Total Revenue

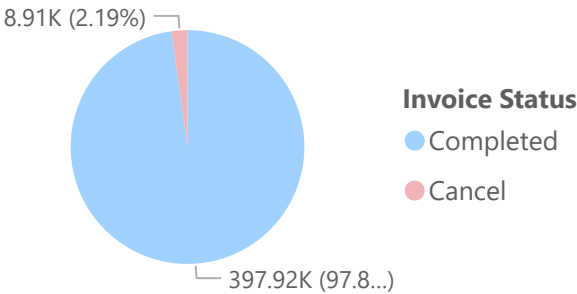
6.91T

Total Revenue

5M

Total Quantity Ordered

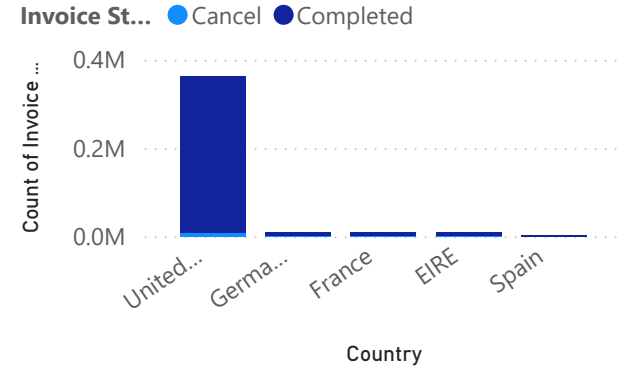
Percentage of Invoice Status



Top Countries ordered the most on E-commerce



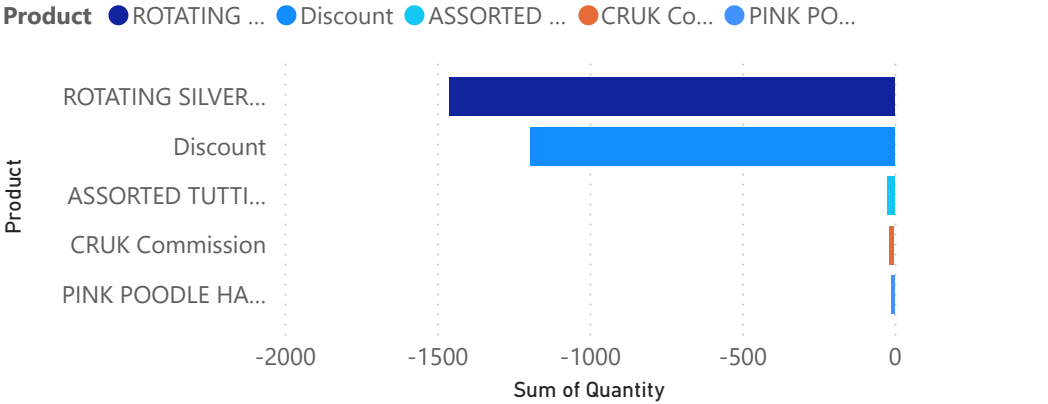
Top 5 Countries related to Invoice Status



Top 5 countries generated the most revenue on E-commerce

Country	Revenue
United Kingdom	4,723,163,295,893.71
EIRE	5,215,072,307.82
France	4,709,319,971.52
Germany	4,423,796,368.00
Netherlands	1,299,341,046.40
Total	5,960,252,036,989.32

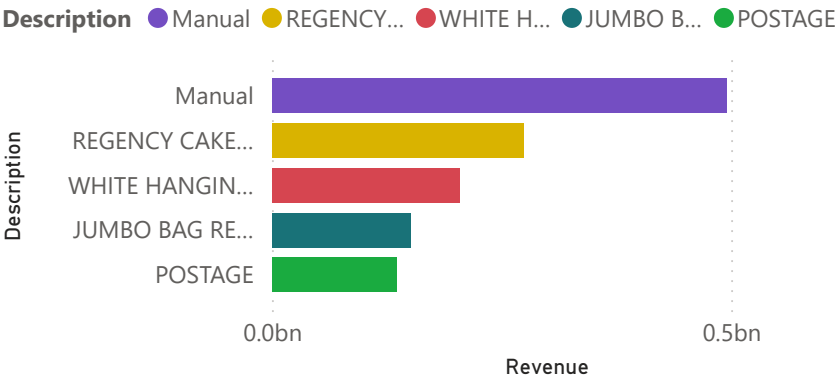
Top 5 Products that got cancelled the most on E-commerce



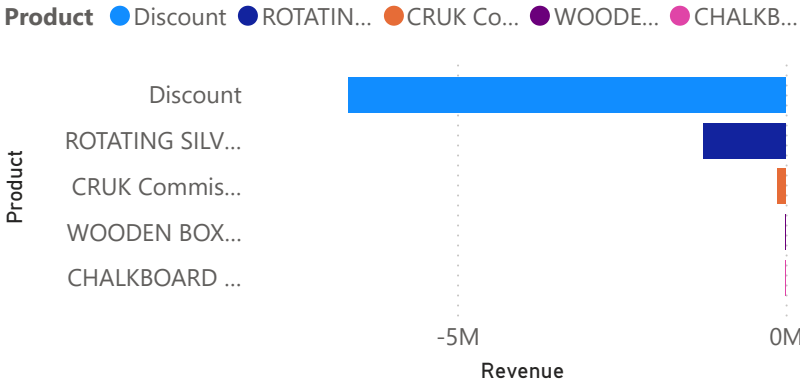
Top 5 Products that were ordered the most

Description	Sum of Quantity
WORLD WAR 2 GLIDERS ASSTD DESIGNS	53215
JUMBO BAG RED RETROSPOT	45066
ASSORTED COLOUR BIRD ORNAMENT	35314
WHITE HANGING HEART T-LIGHT HOLDER	34147
PACK OF 72 RETROSPOT CAKE CASES	33409
Total	201151

Top 5 Products generated most revenue on E-commerce

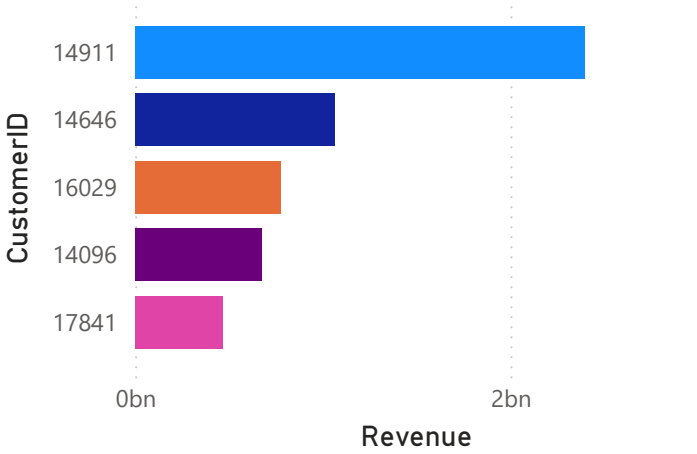


Top 5 Products generated least revenue on E-com



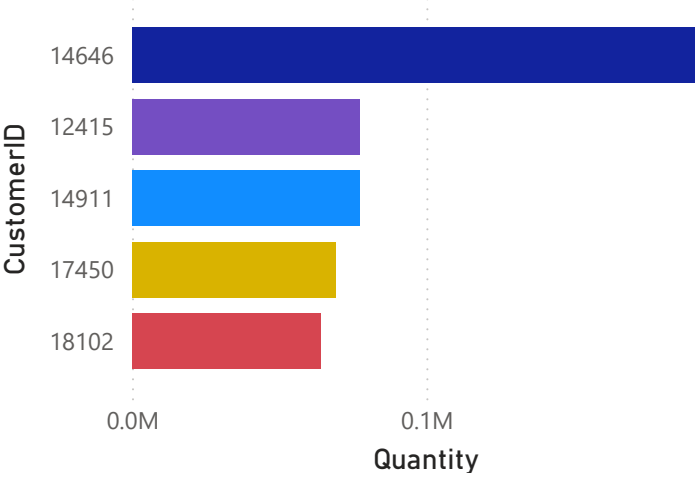
Top 5 Customer Generated Most Revenue

CustomerID 14911 14646 16029 14096 17841



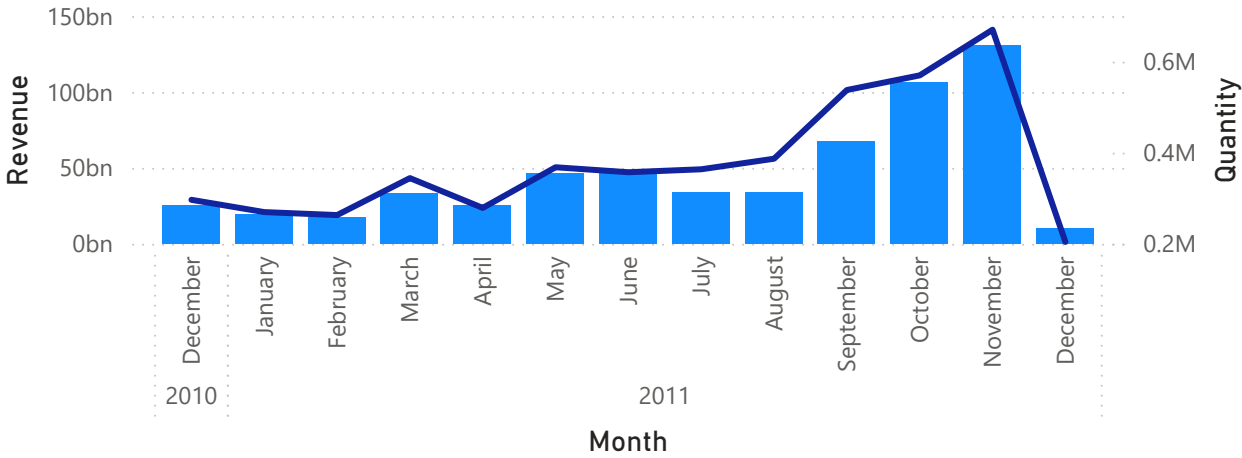
Top 5 Customers Ordered Most

CustomerID 14646 12415 14911 17450 18102



Revenue and Quantity by Year and Month

Revenue Quantity



Context:

This notebook aims at analyzing the content of an E-commerce database that lists purchases made by 4000 customers over a period of one year (from 2010/12/01 to 2011/12/09)

Data

InvoiceNo: Invoice number. Nominal, a 6-digit integral number uniquely assigned to each transaction. If this code starts with letter 'c', it indicates a cancellation.

StockCode: Product (item) code. Nominal, a 5-digit integral number uniquely assigned to each distinct product.

Description: Product (item) name. Nominal.

Quantity: The quantities of each product (item) per transaction. Numeric.

InvoiceDate: Invoice Date and time. Numeric, the day and time when each transaction was generated.

UnitPrice: Unit price. Numeric, Product price per unit in sterling.

CustomerID: Customer number. Nominal, a 5-digit integral number uniquely assigned to each customer.

Country: Country name. Nominal, the name of the country where each customer resides.

Insights:

Products or Invoices:

- Total Revenue 6,91 Trillion with more than 5 million quantities of different products
- Nearly 98% of purchase was completed -> **Investigated what products got cancelled the most and why it happened (Suppliers, product itself,...)**
- In more than 8,000 cancelled orders, UK made up to 7,500

Revenue:

- UK dominated other countries related to quantities and revenue -> **Prioritize UK more than others**
- There were countries that ordered more than others but contributed less revenue for the e-com (Netherland compared to EIRE, Germany and France) -> **Whether**

Netherland cancelled more than others, or they ordered less valuable items only?

- Most ordered products did not generate the most revenue (WW2 versus Manual)
- For least revenue generated products, consider if the products should be removed as they were damaging revenue since they were products that got cancelled the most or find another way to improve the situation, especially (Discount, CRUK and Rotating Silver)
- 14911 and 1464 were 2 main customers contributed most in terms of revenue and quantity

Date and Time:

- Revenue and quantity sold remained stable from January to August
- Revenue and quantity sold rose up from August and peaked in November -> **Find out the main reason why this happened to develop better initiatives for future to gain more revenue**
- Performance in December was relatively low compared to other months