Retail Data Analysis Report level 3

This is a transnational data set which contains all the transactions occurring between 01/12/2010 and 09/12/2011 for a UK-based and registered non-store online retail.The company mainly sells unique all-occasion gifts. Many customers of the company are wholesalers.

Dataset Information

Attribute	Description
Data Set Characteristics	'Multivariate', 'Sequential', 'Time-Series'
Area	Business
Attribute Characteristics	'Integer', 'Real'
Number of Attributes	8
Date Donated	2015-11-06
Associated Tasks	'Classification, 'Clustering'
Missing Values	N/A
Number of Web Hits	159409

Attribute Information

Attribute	Description
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	Invice 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.
Revenue	Revenue is calculated by multiplication of quantity and price.

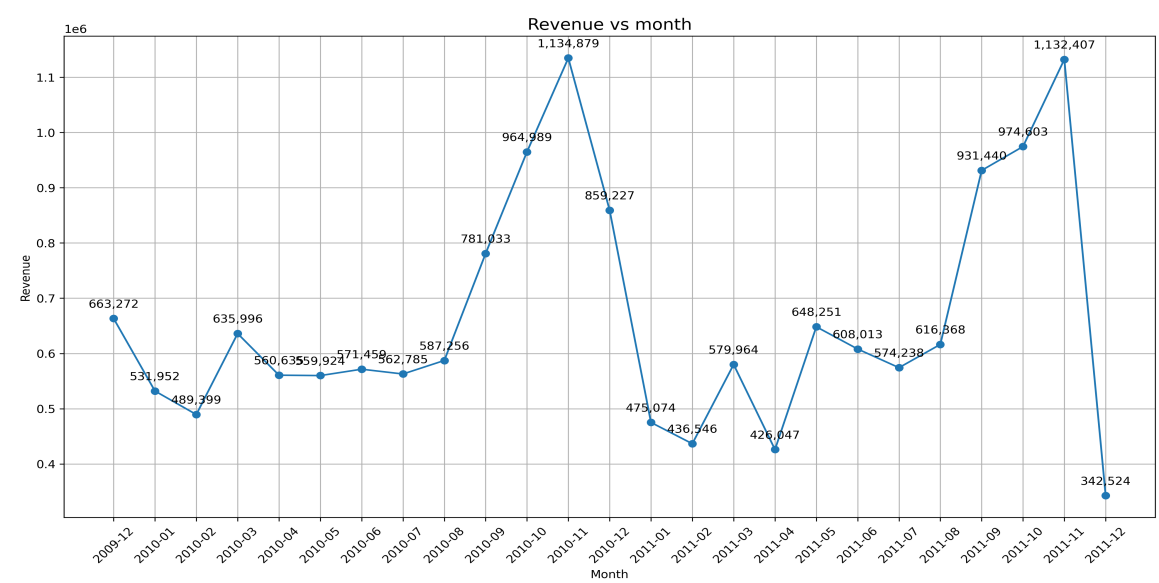| Month | It is in the format of 2009-12 |

Source

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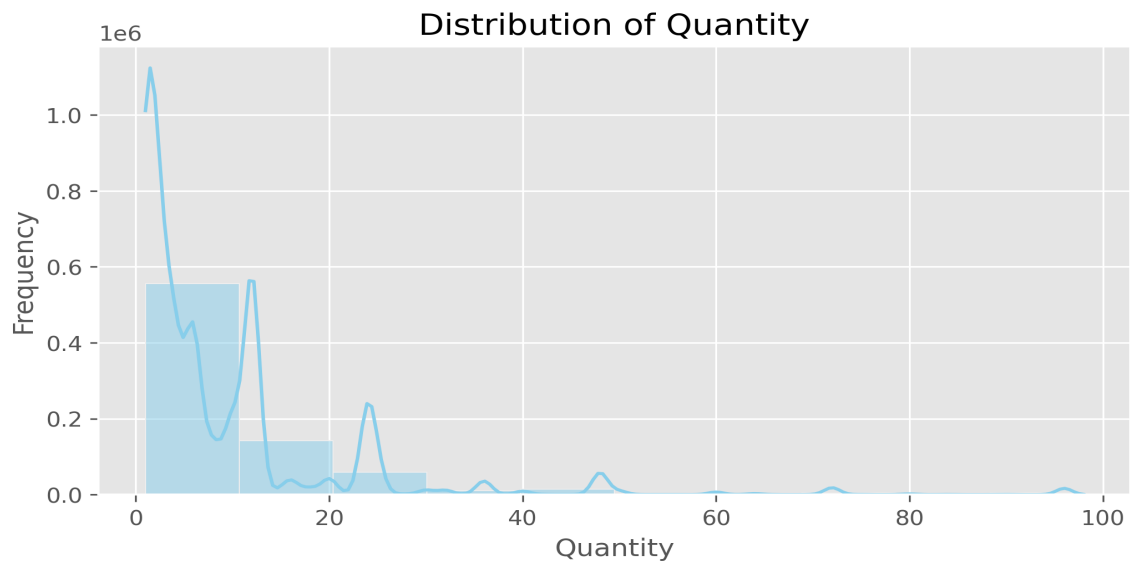
Citation Request

Daqing Chen, Sai Liang Sain, and Kun Guo, Data mining for the online retail industry: A case study of RFM model-based customer segmentation using data mining, Journal of Database Marketing and Customer Strategy Management
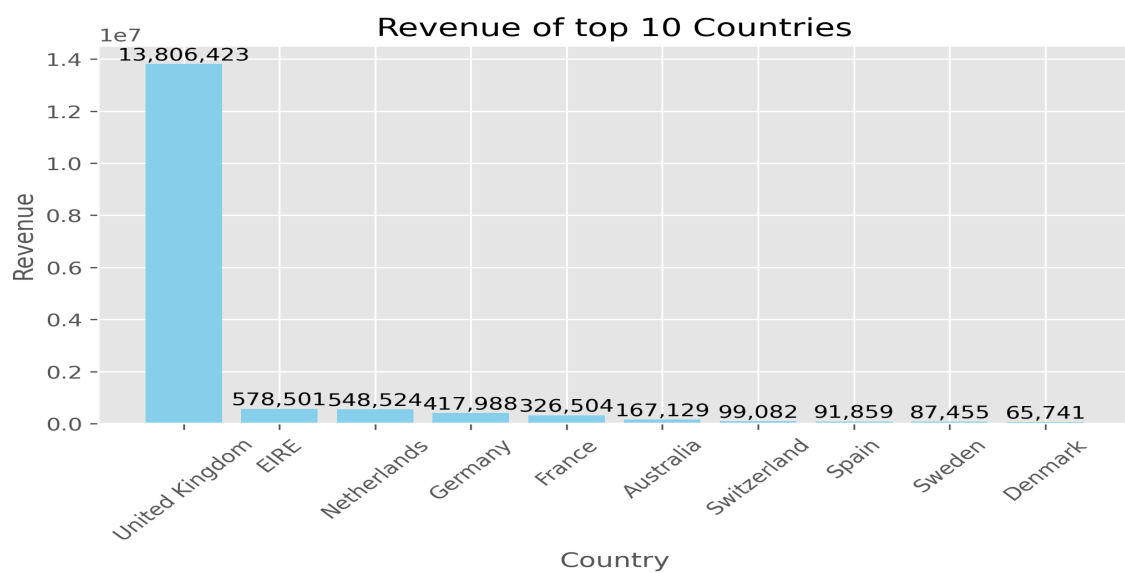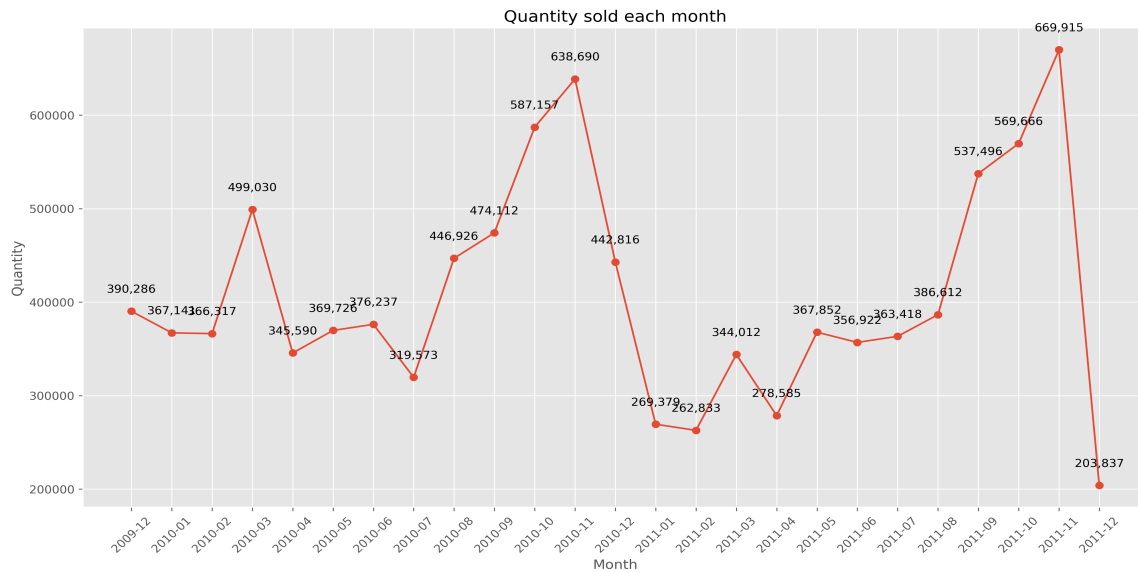
Revenue vs month
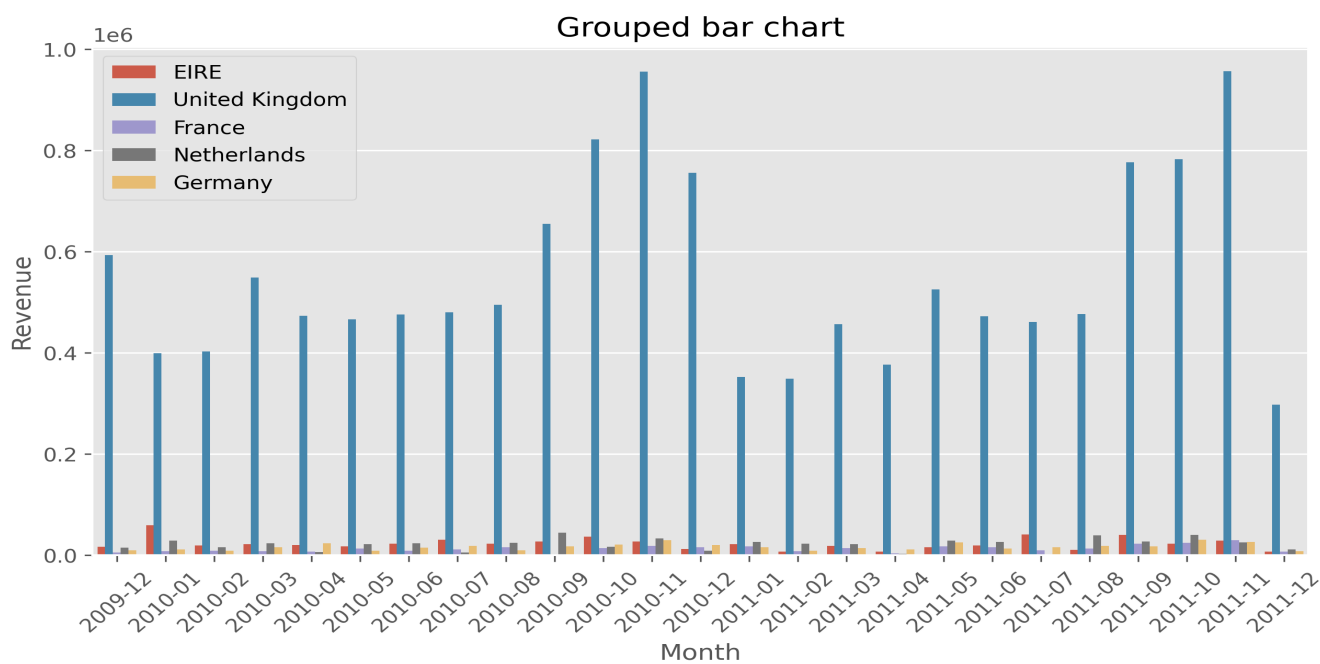

Distribution of Quantity

Distribution of Quantity

Revenue of top 10 Countries

Revenue of top 10 Countries

Country	Revenue
United Kingdom	13,806,423
EIRE	578,501
Netherlands	548,524
Germany	417,988
France	326,504
Australia	167,129
Switzerland	99,082
Spain	91,859
Sweden	87,455
Denmark	65,741

Quantity sold each month

Quantity sold each month

Grouped bar chart
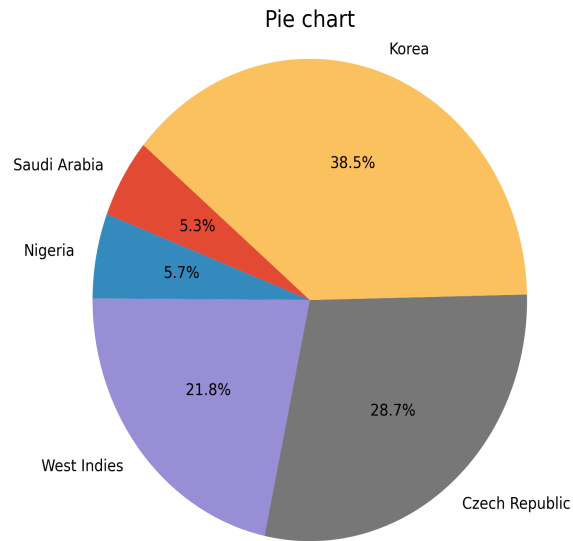

Grouped bar chart

top 10 countries contribution by revenue

Pie chart

Heat Map