

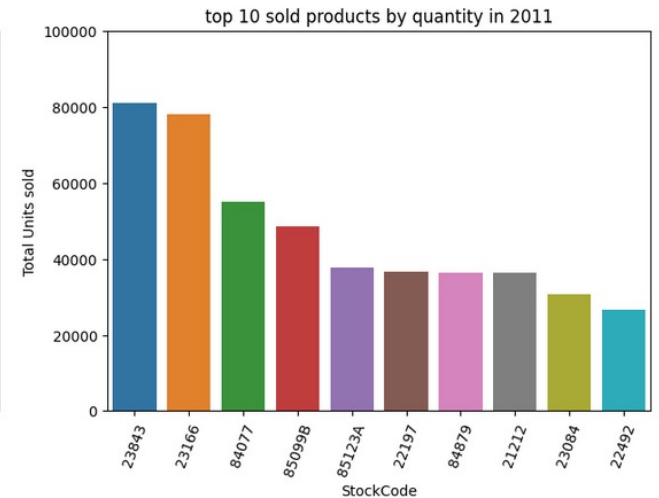
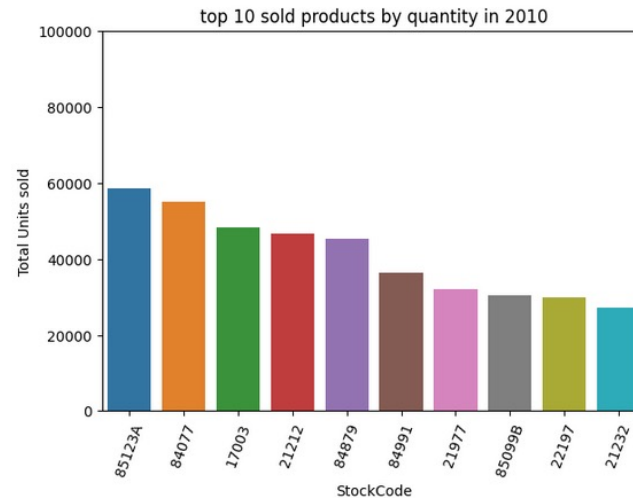
CLOUD TECHNOLOGIES & BIG DATA FRAMEWORK ASSIGNMENT

Juan Ocampo
Sahitya Chaudhary

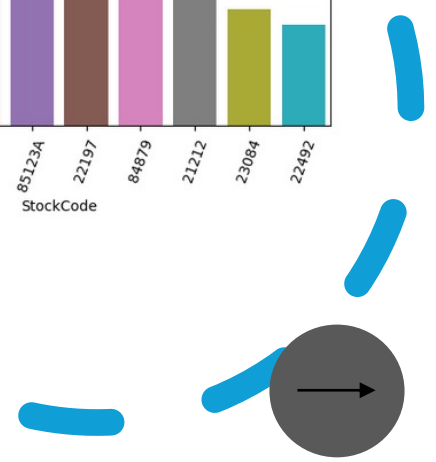
ABOUT DATASET

This dataset comprises transactions from a UK-based online retail business registered between December 1st, 2009, and December 9th, 2011. The company specializes in selling distinctive gift items suitable for various occasions. It's worth noting that a significant portion of the customer base consists of wholesalers.

	StockCode	Description	Total_Quantity	Total_Sale
1	85123A	WHITE HANGING HEART T-LIGHT HOLDER	58487	158590.87
2	84077	WORLD WAR 2 GLIDERS ASSTD DESIGNS	55091	11418.05
3	17003	BROCADE RING PURSE	48374	8922.8
4	21212	PACK OF 72 RETRO SPOT CAKE CASES	46755	24069.28
5	84879	ASSORTED COLOUR BIRD ORNAMENT	45348	73092.99
6	84991	60 TEATIME FAIRY CAKE CASES	36502	18220.5
7	21977	PACK OF 60 PINK PAISLEY CAKE CASES	31940	16245.96
8	85099B	JUMBO BAG RED RETROSPOT	30386	54483.87
9	22197	SMALL POPCORN HOLDER	29788	27034.98
10	21232	STRAWBERRY CERAMIC TRINKET BOX	27127	34496.68
11	37410	BLACK AND WHITE PAISLEY FLOWER MUG	25707	3288.65
12	21213	PACK OF 72 SKULL CAKE CASES	25557	13316.41
13	21982	PACK OF 12 SUKI TISSUES	25215	8285.21
14	84568	GIRLS ALPHABET IRON ON PATCHES	24692	5139.58
15	84755	COLOUR GLASS T-LIGHT HOLDER HANGING	24390	14956.8
16	84347	ROTATING SILVER ANGELS T-LIGHT HLDR	23049	47985.09
17	84270	ASSTD DESIGN BUBBLE GUM RING	22996	4836.9



Top Product by Year



OBJECTIVES



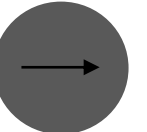
Understand the customer base outside the United Kingdom and find ways to increase the number of sales.



Identify the product offerings that bring sales in foreign markets.



Provide actionable insights to enhance customer satisfaction and loyalty.



QUERIES



Most Ordered Products



Highest Invoices in terms of the total amount



Top Customers according to total Sales by Year



Top Countries by year in terms of Sales



Most Growing Nation sale-wise



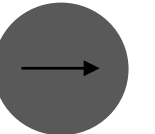
Non-UK Countries Sales by month to focus on a particular product at a time



Top Customers (Non-UK) and orders with the null Customer ID

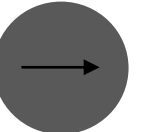
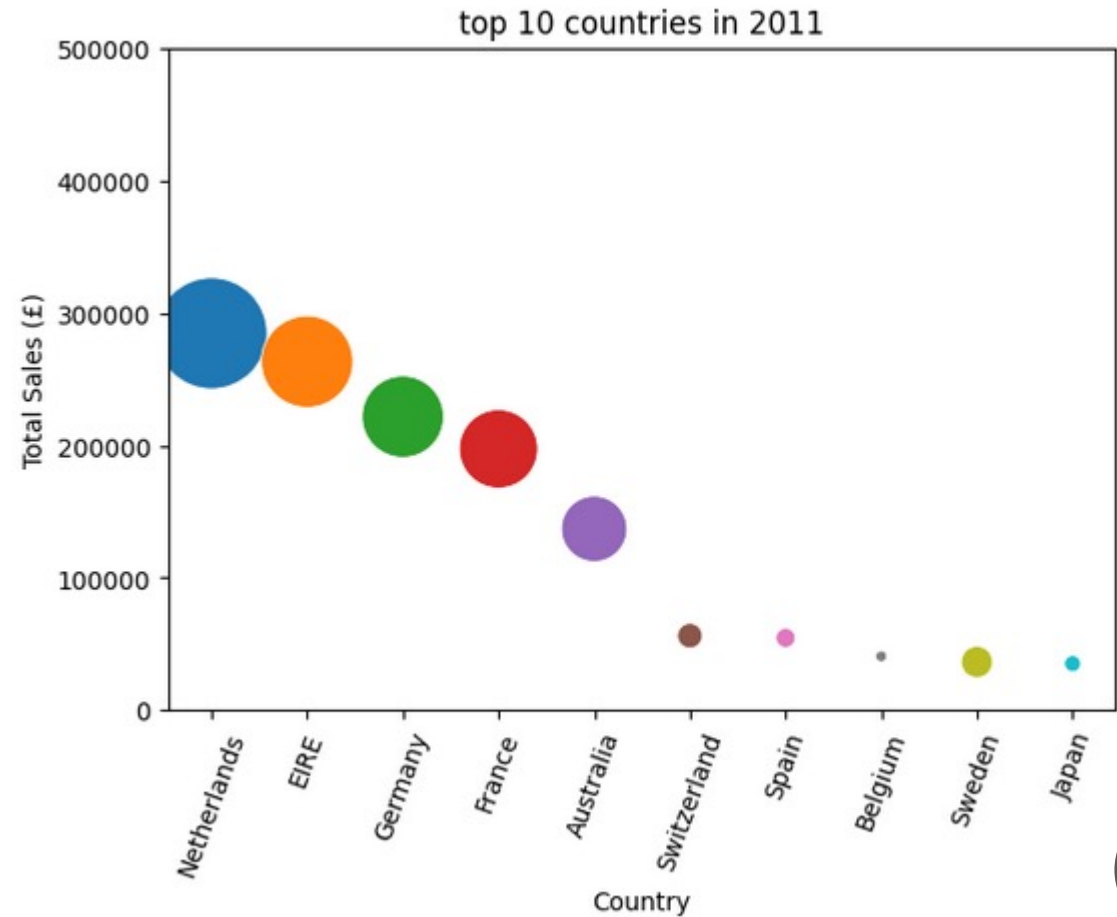
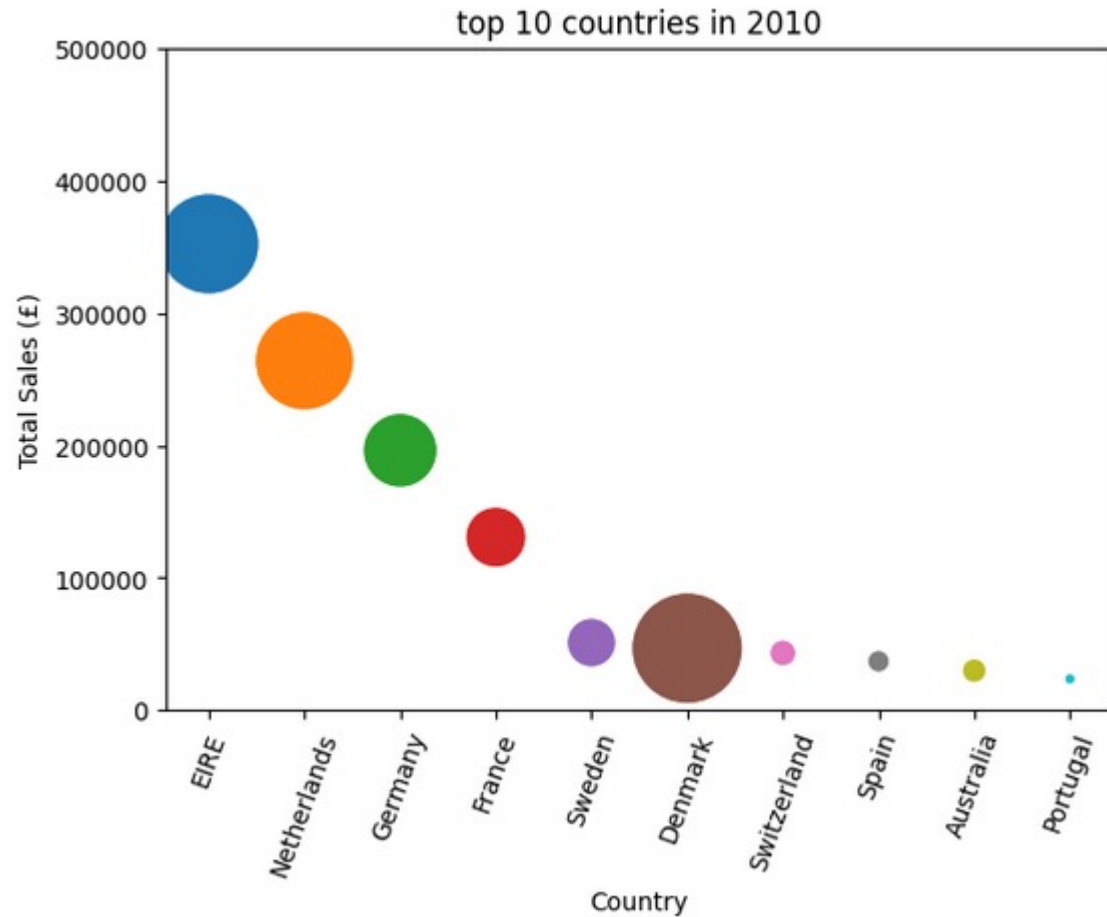


Number of units sold by month



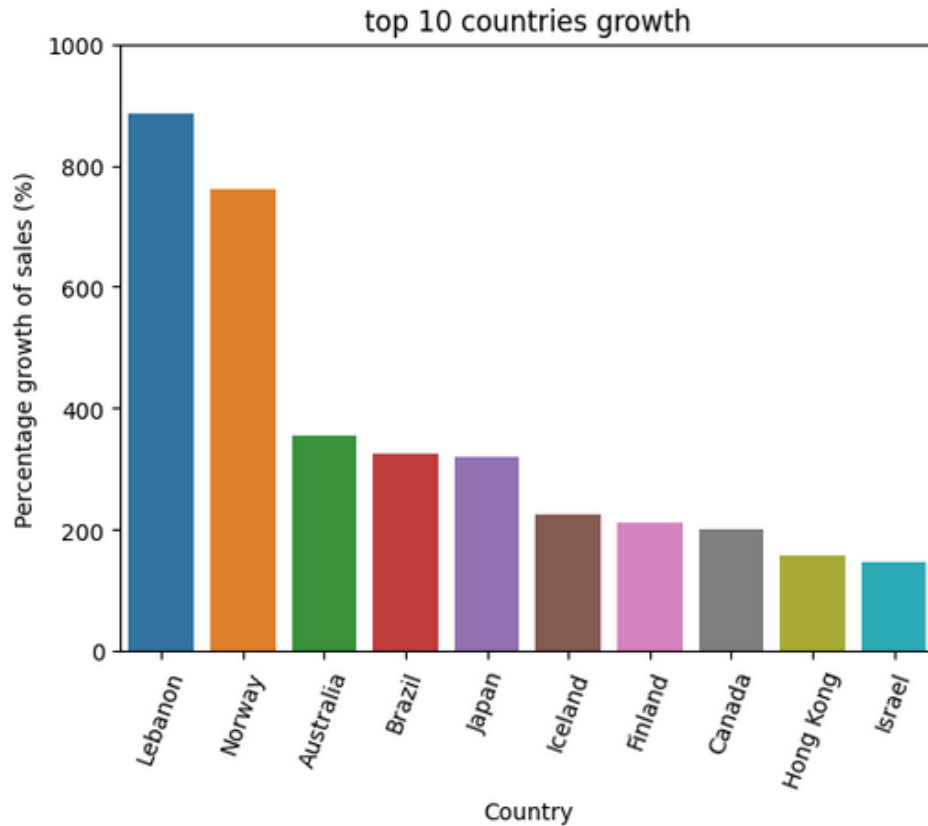
Countries with Most Sales

In terms of total sales (£)

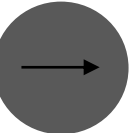
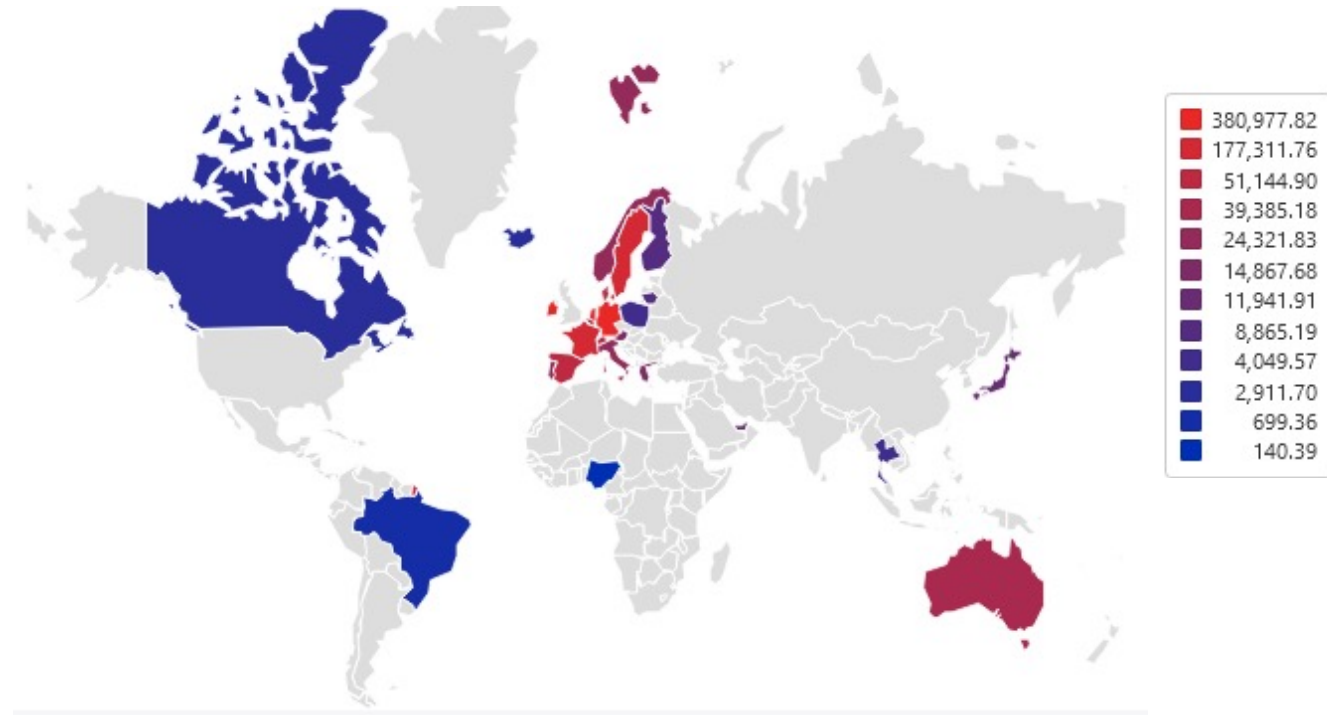


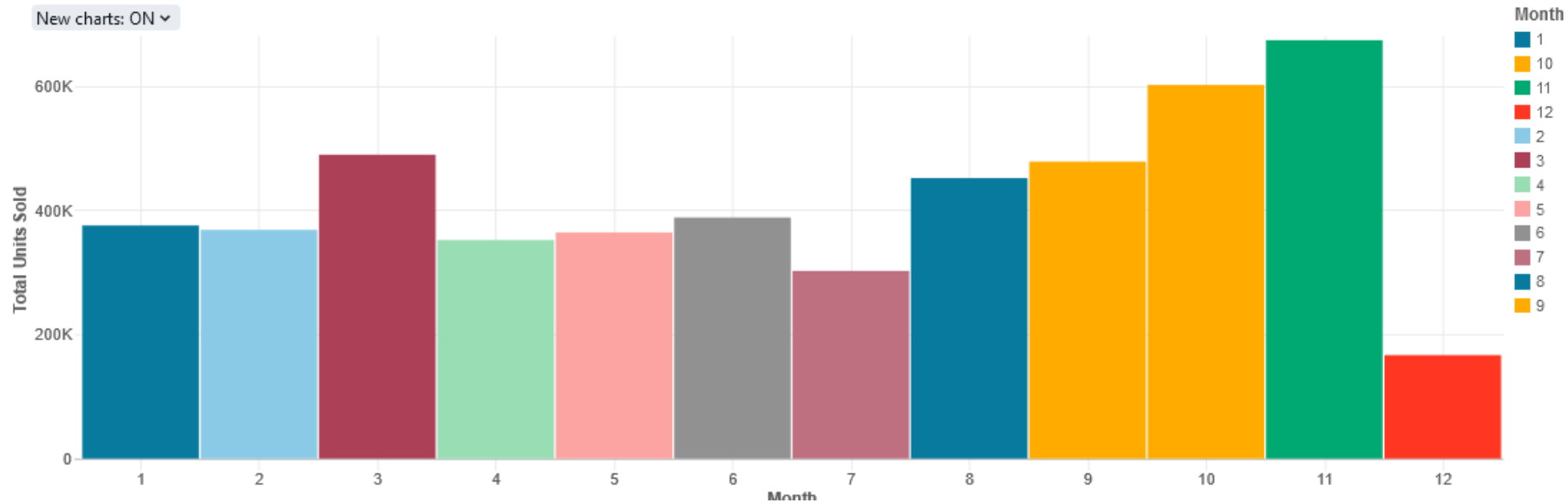
Sales Data

Growth in Sales 2010-11



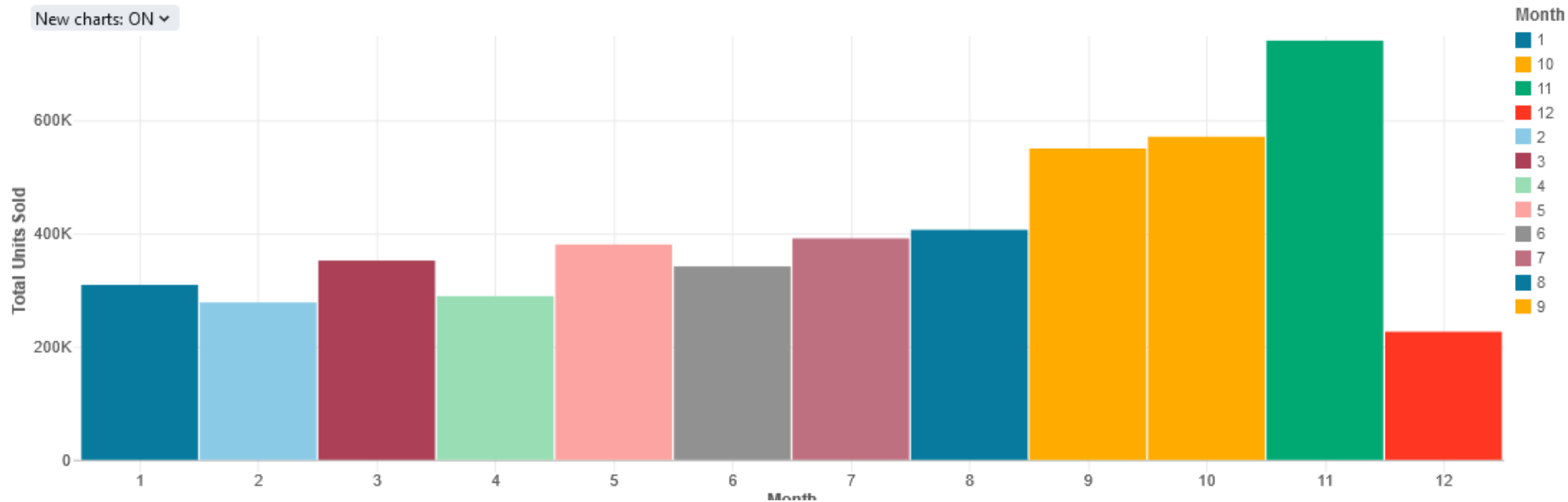
Top Performing Regions





Units sold
by Month in
2010

Units sold
by Month in
2011





THANK YOU.