

23 August 2023

ANALYZING CUSTOMER DISTRIBUTION AND ENGAGEMENT IN TRANSNATIONAL ONLINE RETAIL

UDACITY PROJECT

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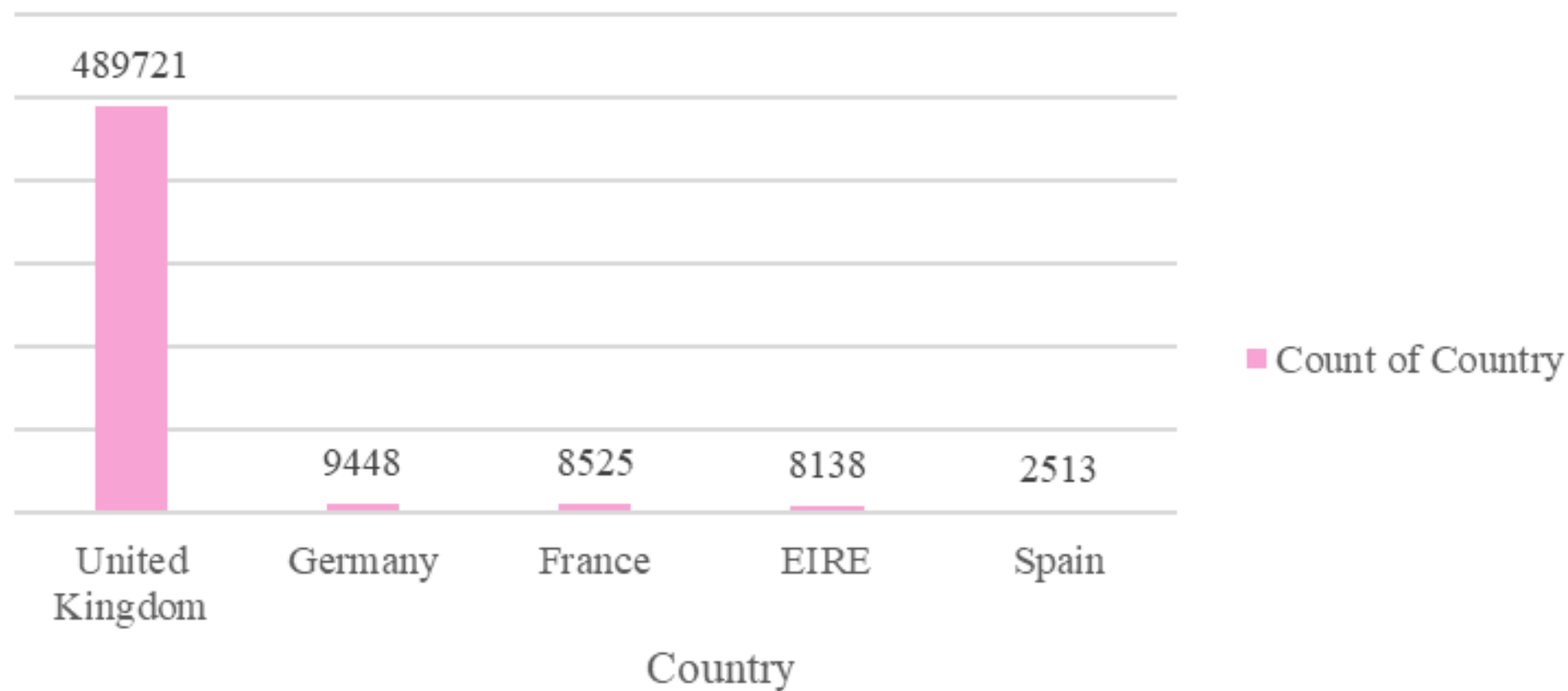


A sample of the dataset

InvoiceNo	StockCode	Description	Quantity	InvoiceDate	UnitPrice	CustomerID	Country
536365	85123A	WHITE HANGING HEART T-LIGHT HOLDER	6	12/1/2010 8:26	2.55	17850	United Kingdom
536365	71053	WHITE METAL LANTERN	6	12/1/2010 8:26	3.39	17850	United Kingdom
536365	84406B	CREAM CUPID HEARTS COAT HANGER	8	12/1/2010 8:26	2.75	17850	United Kingdom
536365	84029G	KNITTED UNION FLAG HOT WATER BOTTLE	6	12/1/2010 8:26	3.39	17850	United Kingdom
536365	84029E	RED WOOLLY HOTTIE WHITE HEART.	6	12/1/2010 8:26	3.39	17850	United Kingdom
536365	22752	SET 7 BABUSHKA NESTING BOXES	2	12/1/2010 8:26	7.65	17850	United Kingdom
536365	21730	GLASS STAR FROSTED T-LIGHT HOLDER	6	12/1/2010 8:26	4.25	17850	United Kingdom
536366	22633	HAND WARMER UNION JACK	6	12/1/2010 8:28	1.85	17850	United Kingdom
536366	22632	HAND WARMER RED POLKA DOT	6	12/1/2010 8:28	1.85	17850	United Kingdom
536367	84879	ASSORTED COLOUR BIRD ORNAMENT	32	12/1/2010 8:34	1.69	13047	United Kingdom
536367	22745	POPPY'S PLAYHOUSE BEDROOM	6	12/1/2010 8:34	2.1	13047	United Kingdom
536367	22748	POPPY'S PLAYHOUSE KITCHEN	6	12/1/2010 8:34	2.1	13047	United Kingdom
536367	22749	FELTCRAFT PRINCESS CHARLOTTE DOLL	8	12/1/2010 8:34	3.75	13047	United Kingdom
536367	22310	IVORY KNITTED MUG COSY	6	12/1/2010 8:34	1.65	13047	United Kingdom
536367	84969	BOX OF 6 ASSORTED COLOUR TEASPOONS	6	12/1/2010 8:34	4.25	13047	United Kingdom
536367	22623	BOX OF VINTAGE JIGSAW BLOCKS	3	12/1/2010 8:34	4.95	13047	United Kingdom
536367	22622	BOX OF VINTAGE ALPHABET BLOCKS	2	12/1/2010 8:34	9.95	13047	United Kingdom
536367	21754	HOME BUILDING BLOCK WORD	3	12/1/2010 8:34	5.95	13047	United Kingdom
536367	21755	LOVE BUILDING BLOCK WORD	3	12/1/2010 8:34	5.95	13047	United Kingdom
536367	21777	RECIPE BOX WITH METAL HEART	4	12/1/2010 8:34	7.95	13047	United Kingdom
536367	48187	DOORMAT NEW ENGLAND	4	12/1/2010 8:34	7.95	13047	United Kingdom
536368	22960	JAM MAKING SET WITH JARS	6	12/1/2010 8:34	4.25	13047	United Kingdom
536368	22913	RED COAT RACK PARIS FASHION	3	12/1/2010 8:34	4.95	13047	United Kingdom
536368	22912	YELLOW COAT RACK PARIS FASHION	3	12/1/2010 8:34	4.95	13047	United Kingdom
536368	22914	BLUE COAT RACK PARIS FASHION	3	12/1/2010 8:34	4.95	13047	United Kingdom

Which countries are the top performers in terms of customer engagement, as indicated by the number of customers?

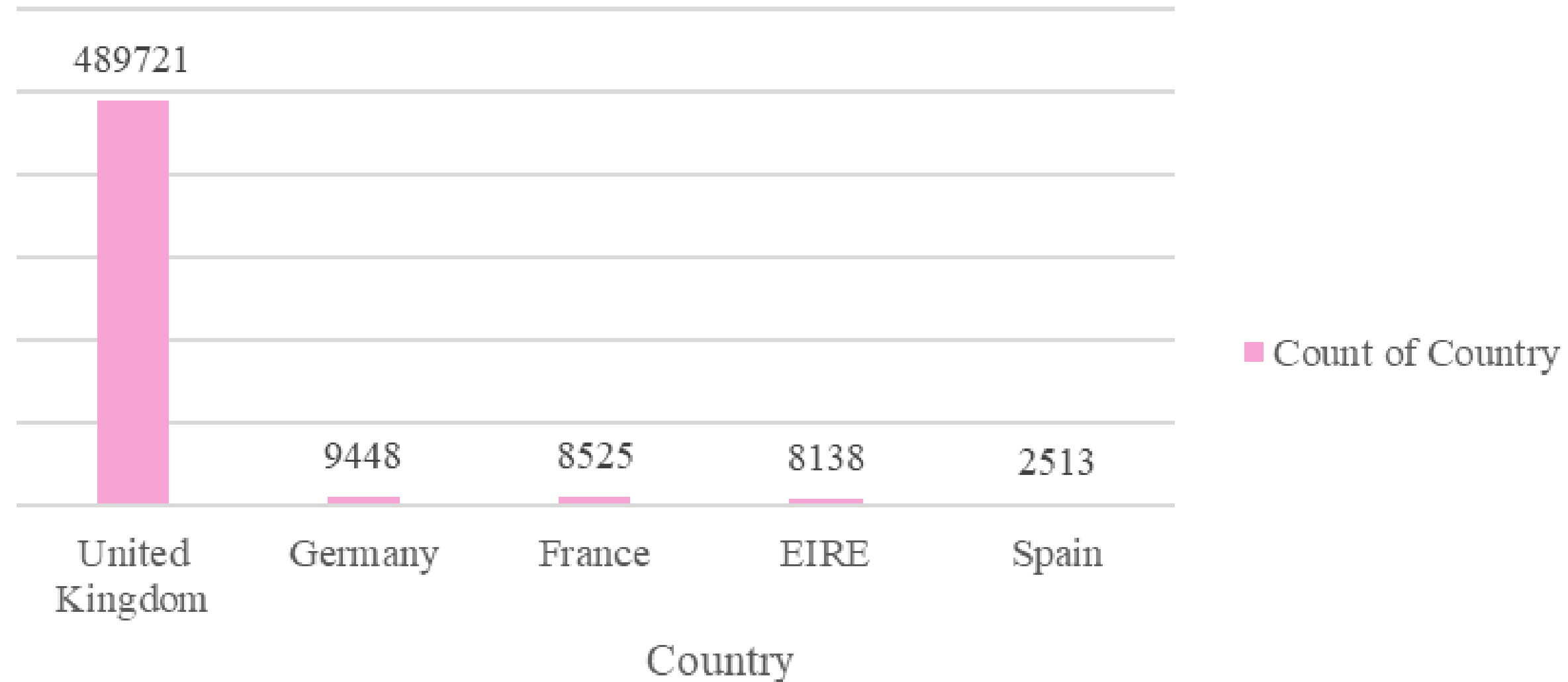
Top 5 Countries with the Highest Customer Engagement



Imagine you're the manager of a UK-based online retail company that specializes in offering a wide array of unique all-occasion gifts. As part of your responsibility, you frequently analyze customer data to gain insights into your customer base and their buying patterns. A substantial portion of your customer demographic consists of wholesalers who regularly make purchases from your online store. In order to optimize your marketing strategies and cater to your highest engaging customers, you're interested in uncovering the top 5 countries with the most frequent and repetitive customer engagement. This chart will enable you to tailor your offerings and promotions to better suit the preferences of these high-value customer segments.



Top 5 Countries with the Highest Customer Engagement



Presented in the clustered column chart, a clear representation emerges of the customer distribution across key regions. Notably, the largest customer segment, comprising an impressive 489,721 individuals, hails from the UK. Following closely, Germany stands as the second-highest contributor, while the third position is secured by EIRE, also known as Ireland. It's worth highlighting that these top-ranking nations all fall within the European continent—a characteristic attributed to the dataset's focus on transactions within a UK-based, registered non-store online retail establishment. This geographical concentration underscores the prominence of these European countries in the customer engagement landscape.