



BUSINESS ANALYTICS PROJECT

UK Retailer Dataset

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- 05** SEASONALITY (TREND)
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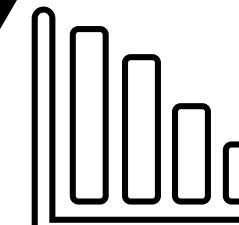
STATISTICAL FINDINGS

MIN/MAX



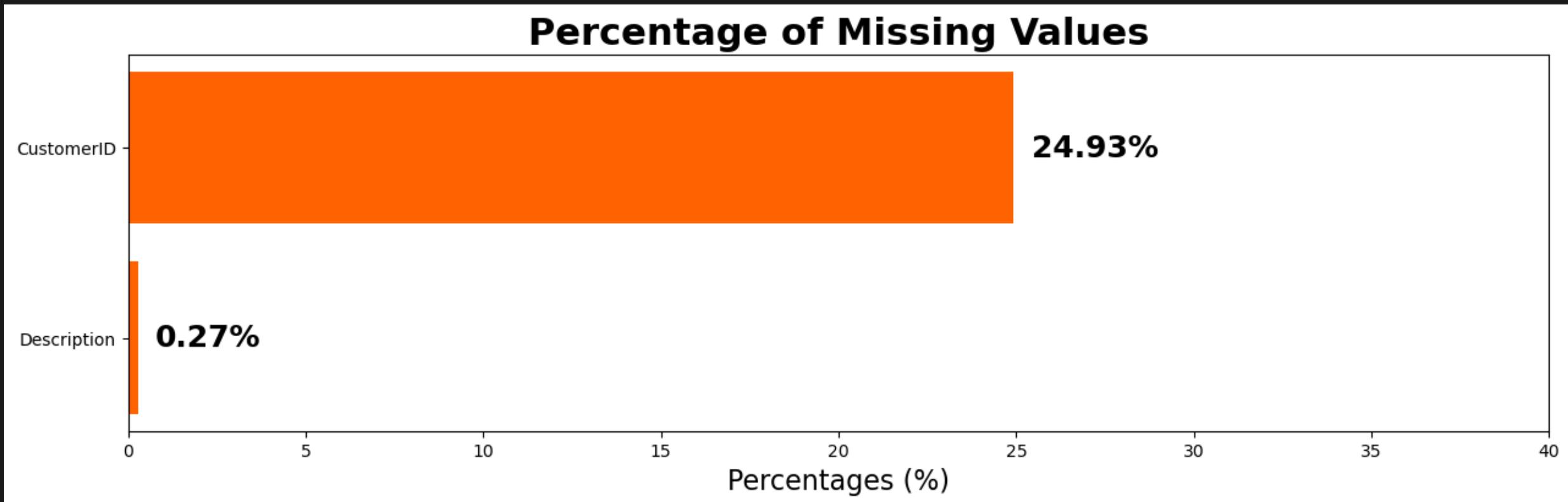
MISSING VALUES

UNDERSTANDING OF
EACH COLUMN
(Cancelled orders)

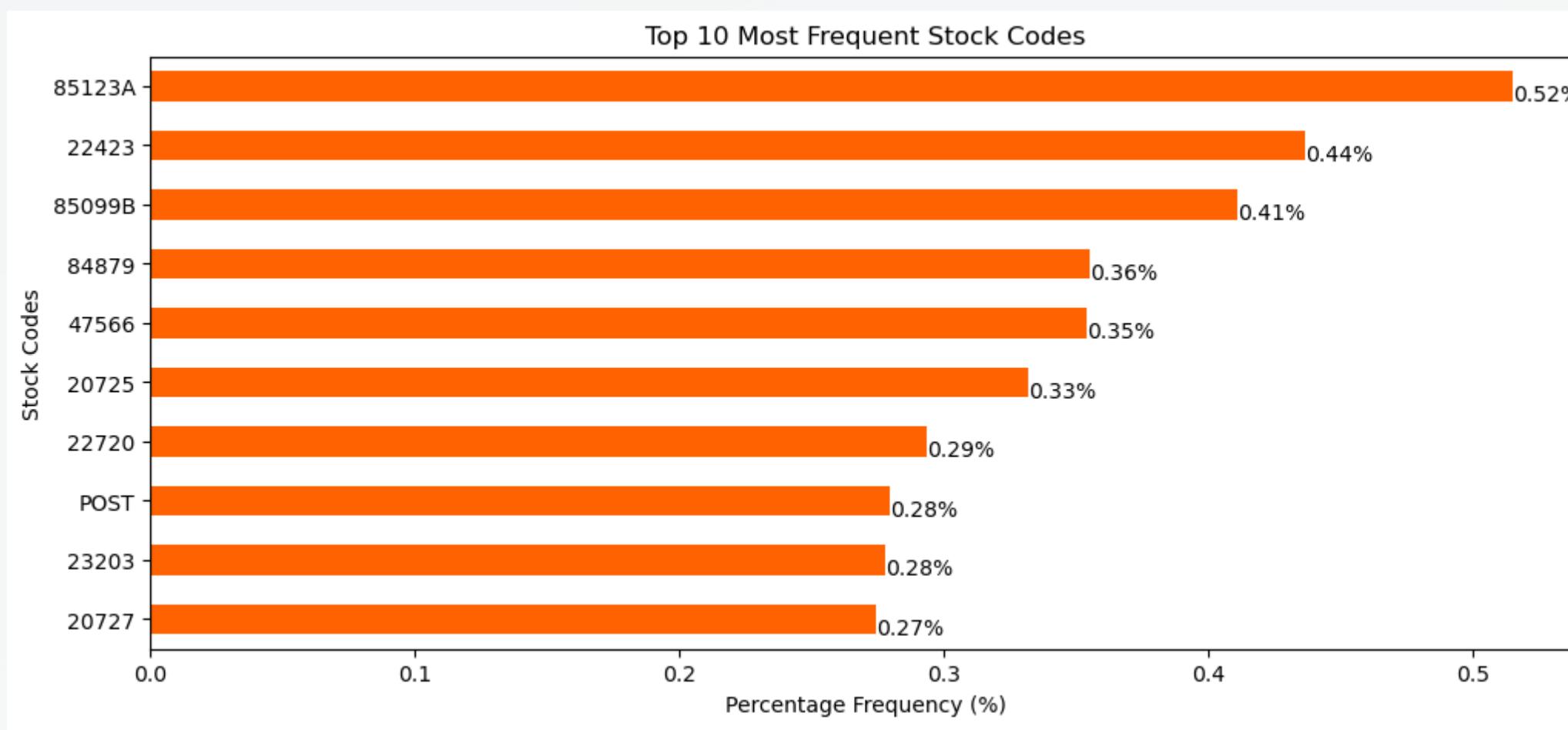


InvoiceNo	StockCode	Description	Quantity	InvoiceDate	UnitPrice	CustomerID	Country
536365	85123A	WHITE HANGING HEART T-LIGHT HOLDER	6	12/1/2010 8:26	2.55	17850.0	United Kingdom
536365	71053	WHITE METAL LANTERN	6	12/1/2010 8:26	3.39	17850.0	United Kingdom
536365	84406B	CREAM CUPID HEARTS COAT HANGER	8	12/1/2010 8:26	2.75	17850.0	United Kingdom
536365	84029G	KNITTED UNION FLAG HOT WATER BOTTLE	6	12/1/2010 8:26	3.39	17850.0	United Kingdom
536365	84029E	RED WOOLLY HOTTIE WHITE HEART.	6	12/1/2010 8:26	3.39	17850.0	United Kingdom

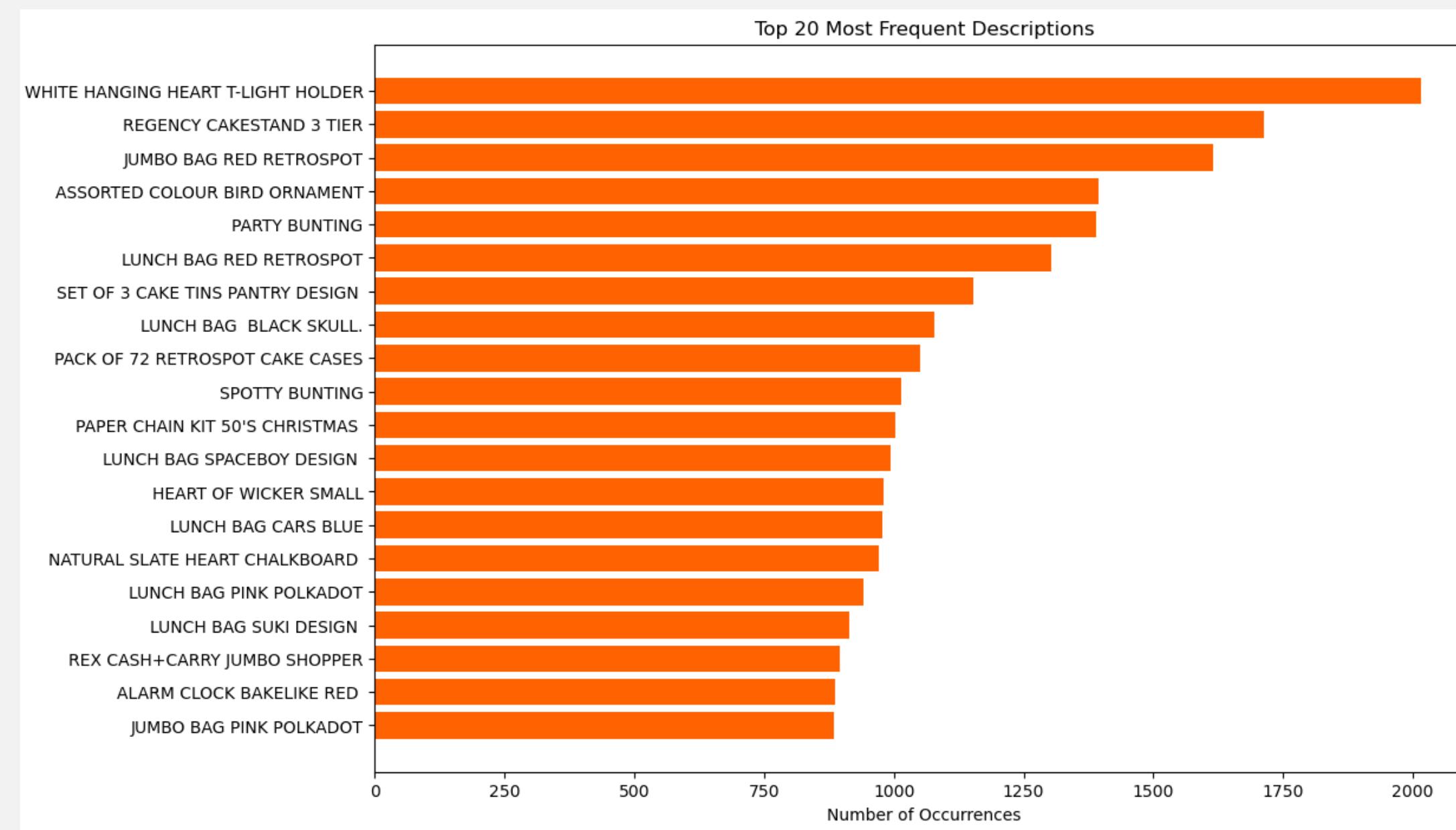
EDA/EXPLORATORY



DATA MANIPULATION

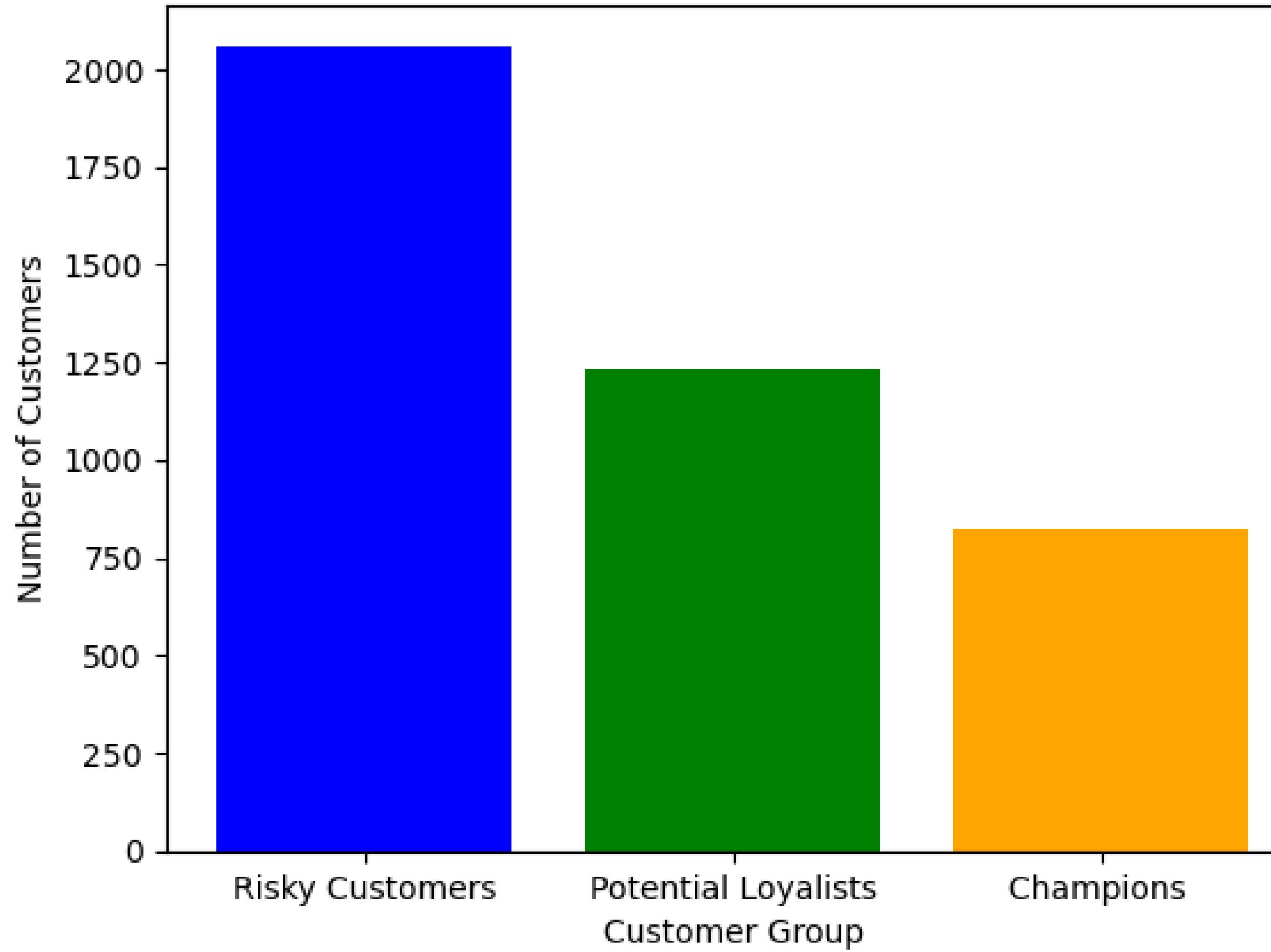


DATA MANIPULATION



RFM(Recency/Frequency/Monetary

Distribution of Customers in Each Group

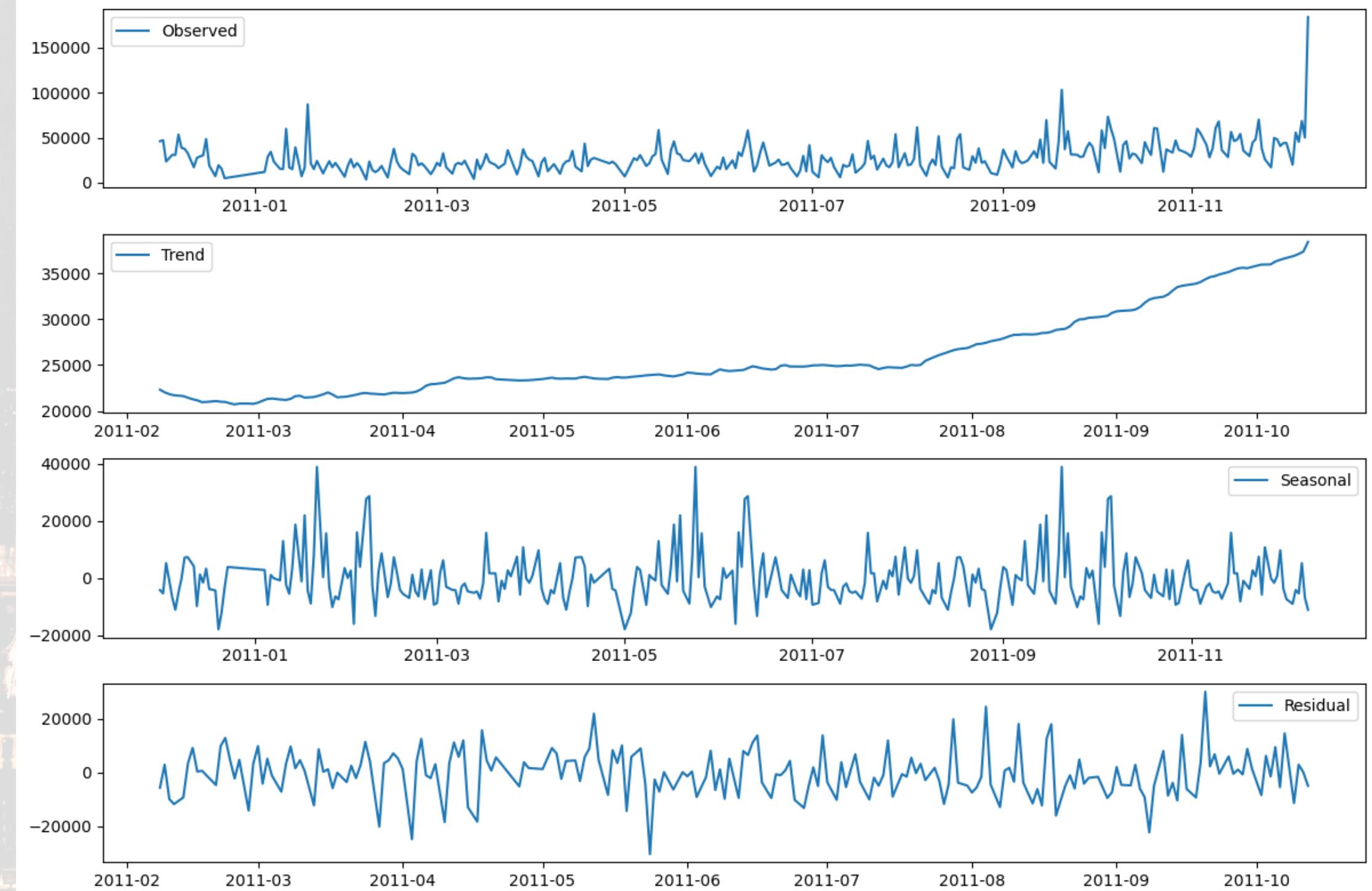


OUTLIERS / MACHINE LEARNING

*Isolation forest/outlier(anomaly) detection
KNN/Model Validation
(if the model acceptable by our defined
thresholds)*

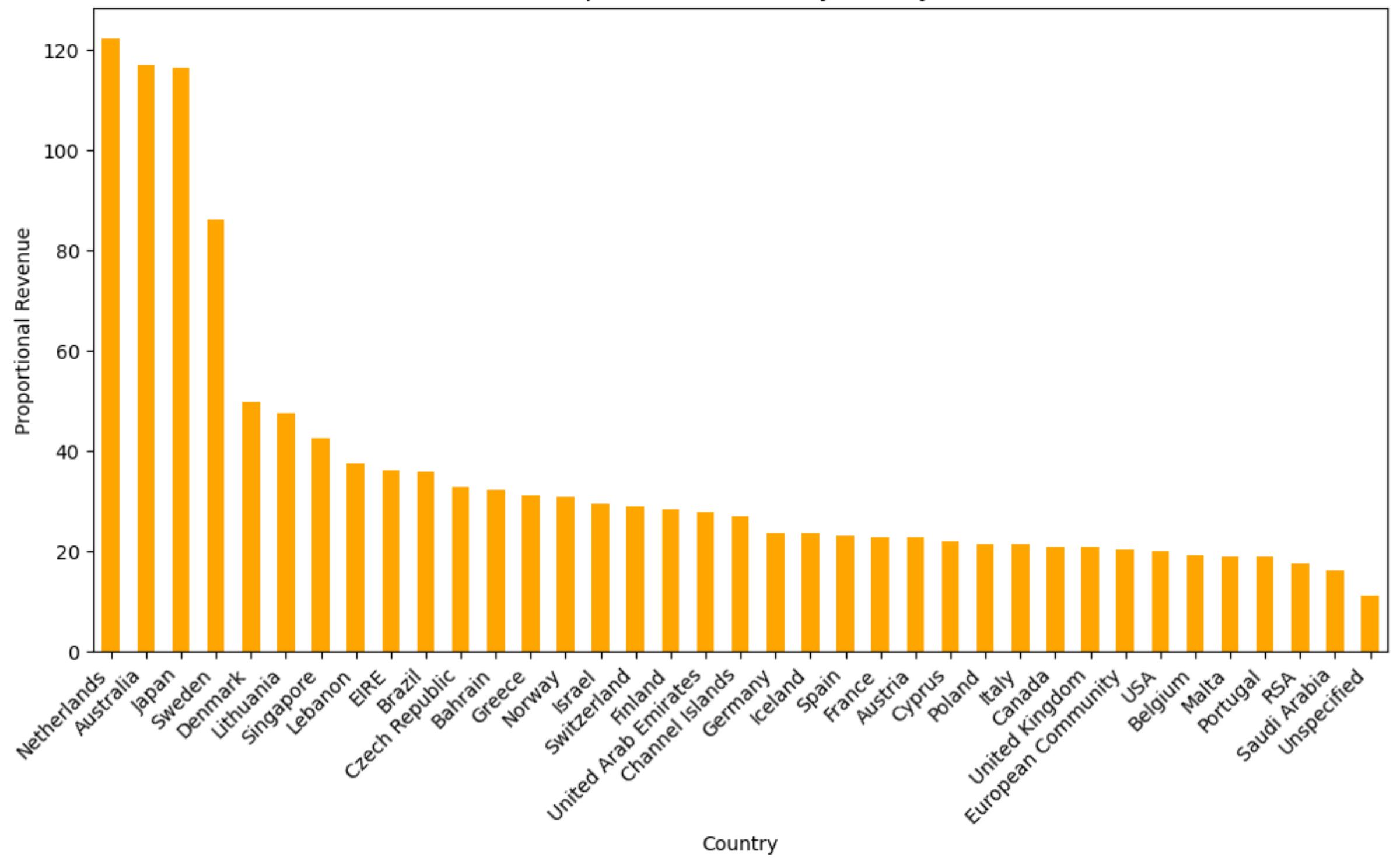


Seasonality

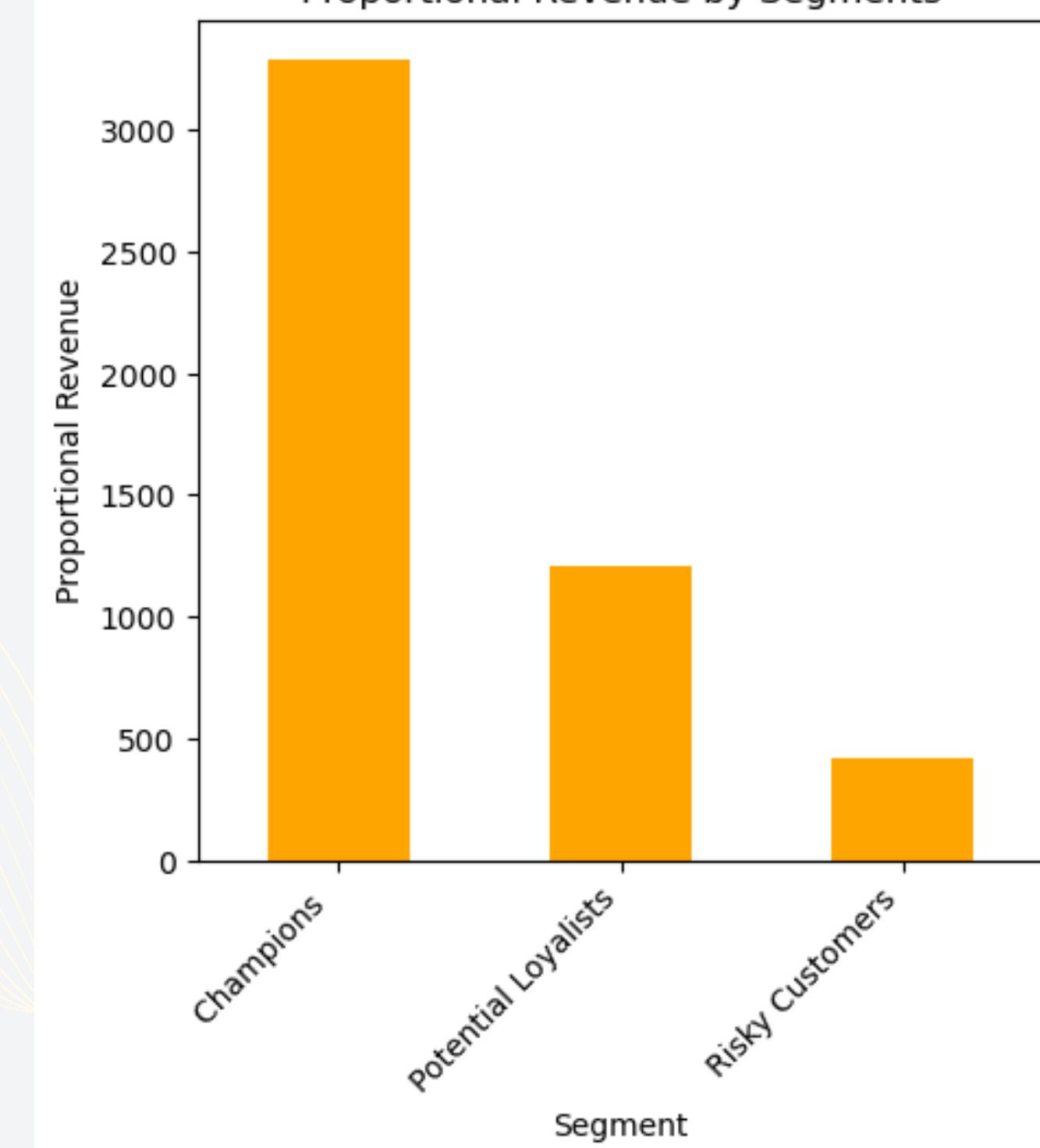


REVENUE ANALYSIS

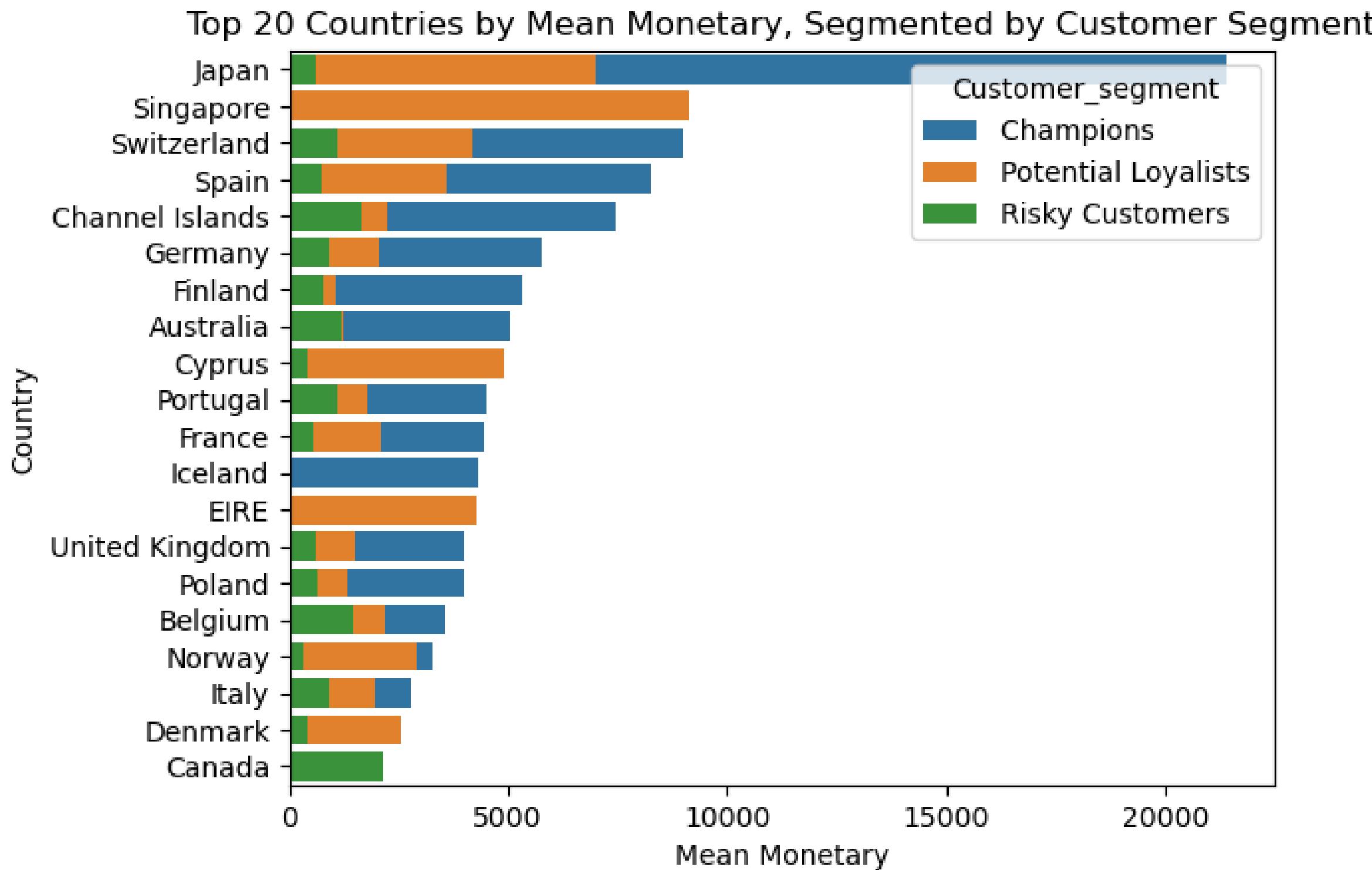
Proportional Revenue by Country



Proportional Revenue by Segments



REVENUE ANALYSIS (RECOMMENDATION)



CONCLUSIONS

.SY

Problems/Challenges

Recommendation system

Lack of Data columns

Time period



THERE'S YOUR PROBLEM





**THANK YOU FOR
YOUR ATTENTION**