Sales Data Analysis Report – Online Retail

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Date Generated: July 02, 2025

Data Source: UCI Machine Learning Repository

LEVEL-1 ANALYSIS

This Online Retail II data set contains all the transactions occurring for a UK-based and registered, non-store online retail between 01/12/2009 and 09/12/2011.The company mainly sells unique all-occasion gift-ware. Many customers of the company are wholesalers.

Column Descriptions

Column	Description
InvoiceNo	A 6-digit integral number uniquely assigned to each transaction. If this code starts with the letter 'C', it indicates a cancellation.
StockCode	A 5-digit integral number uniquely assigned to each distinct product.
Description	Product(item) name.
Quantity	The quantities of each product(item) per transaction.
InvoiceDate	The day and time when a invoice was generated.
UnitPrice	Product price per unit in sterling (Â£).
CustomerID	A 5-digit integral number uniquely assigned to each customer.
Country	The name of the country where a customer resides.

Column Data Types

Column	Data Type
InvoiceNo	Text
StockCode	Text
Description	Text
Quantity	Numeric
InvoiceDate	Datetime
UnitPrice	Numeric
CustomerID	Numeric
Country	Text

Key Performance Indicators

Metric	Value
Total Transactions	36,969
Total Revenue	£17,743,429.18
Avg Revenue per Invoice	£479.95
Unique Customers	5,878

Interesting Facts

• The dataset contains 805549 cleaned transaction records spanning two years, after removing null CustomerIDs, cancellations, and zero-value rows.

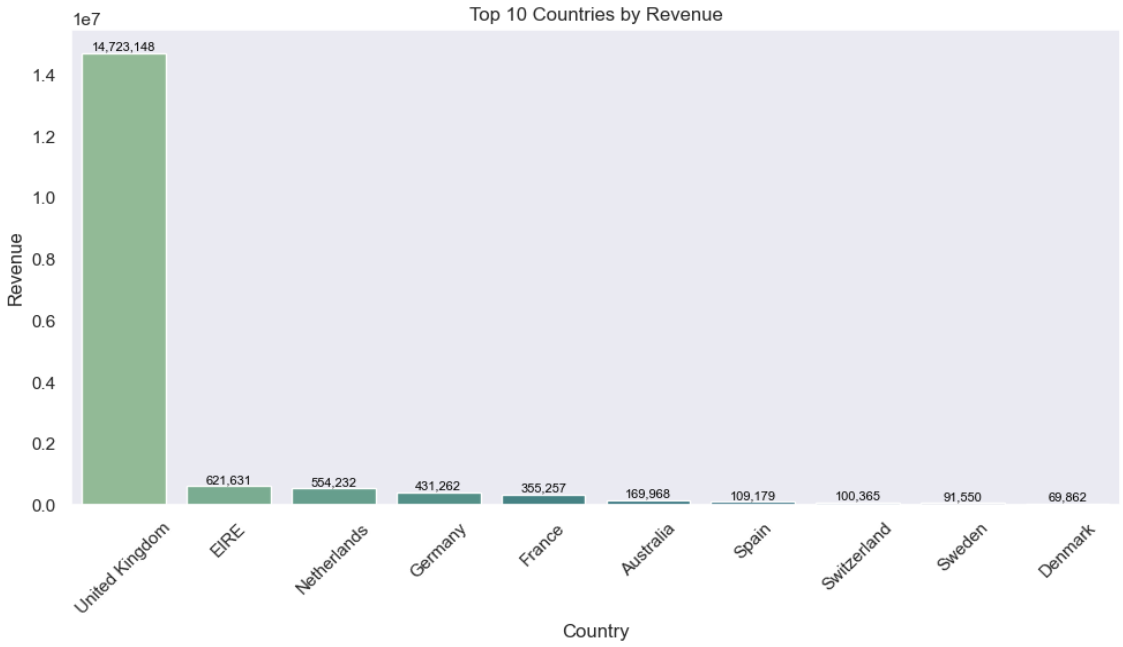
• There are 41 unique countries in the dataset.

• The most frequently purchased product is 'WHITE HANGING HEART T-LIGHT HOLDER'.

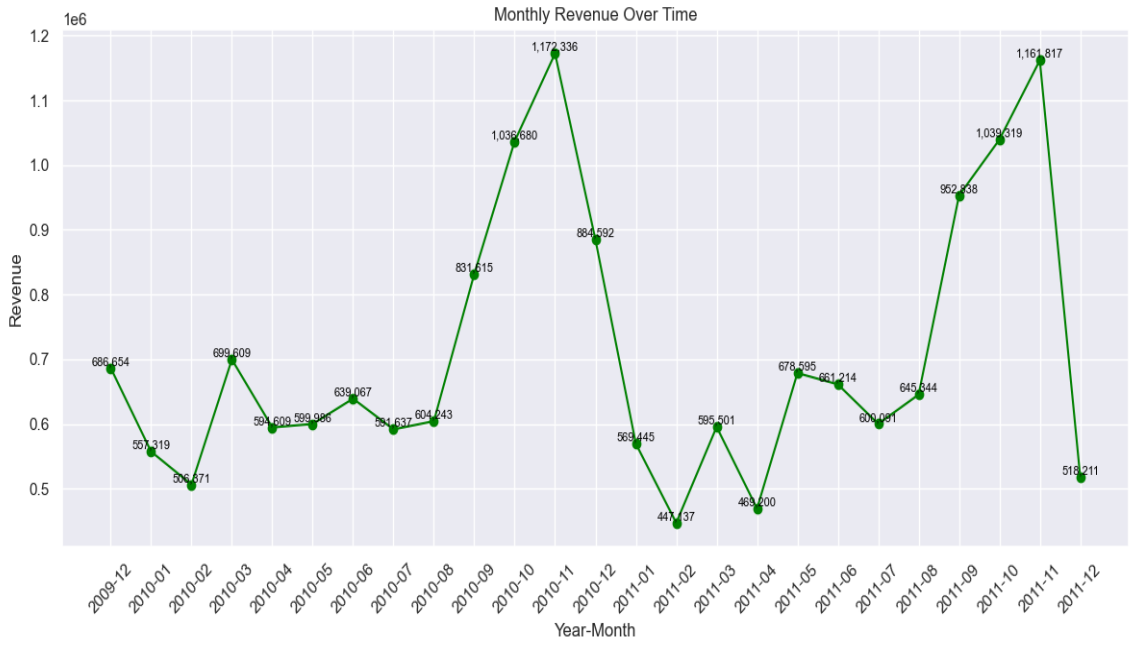
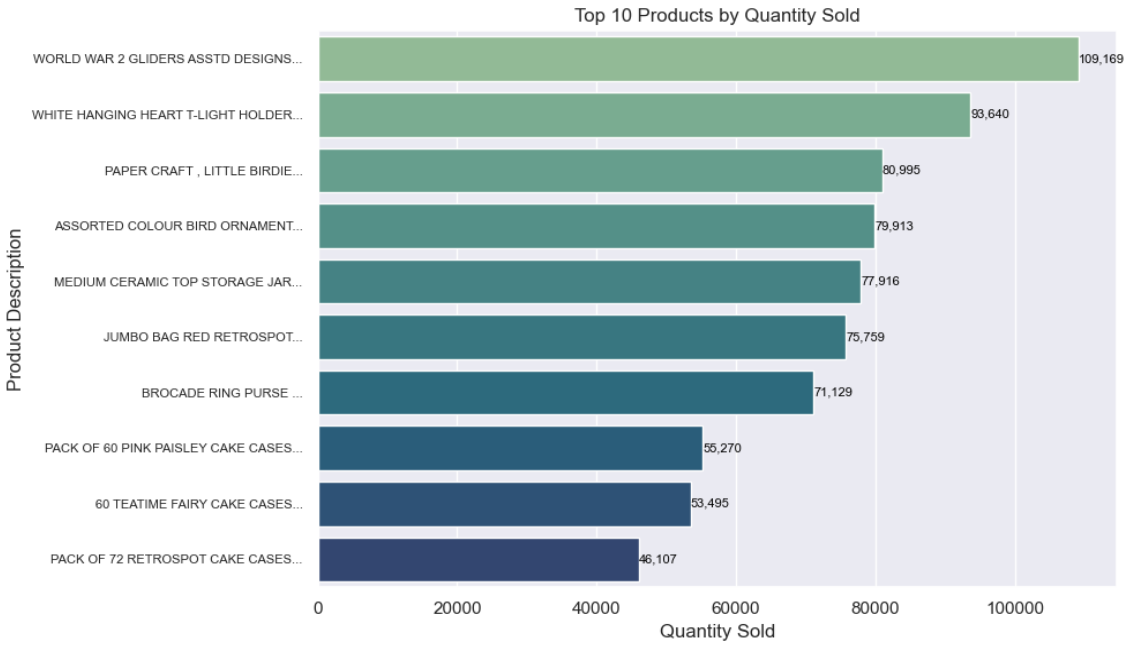
• The country with the highest number of customers is United Kingdom.

LEVEL-2 ANALYSIS

Top 10 Countries by Revenue



Monthly Revenue Trend



Top 10 Products by Quantity Sold