



## ONLINE RETAIL ANALYSIS



Total Orders  
523.96K



Total Customers  
4,324



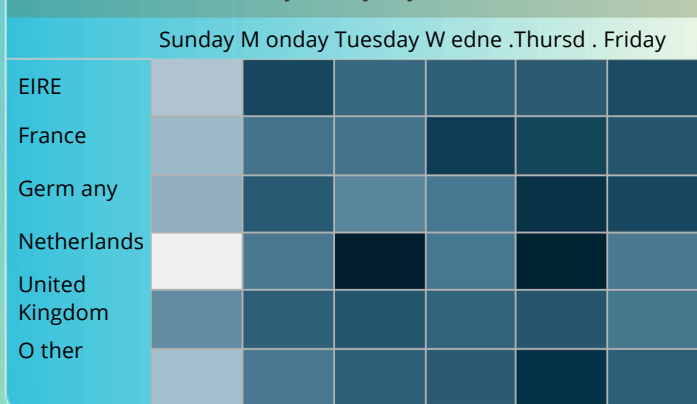
Total Sales  
9.86M



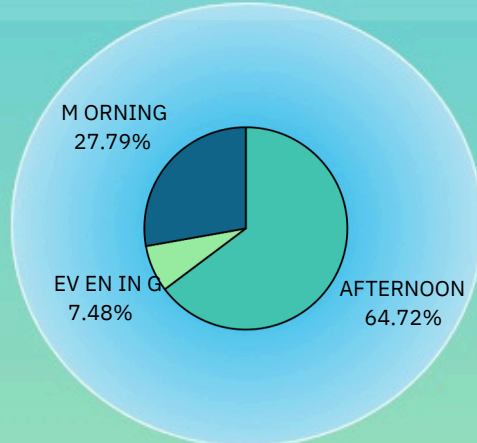
Avg.Order Val  
18.82



### Country vs Days by Orders



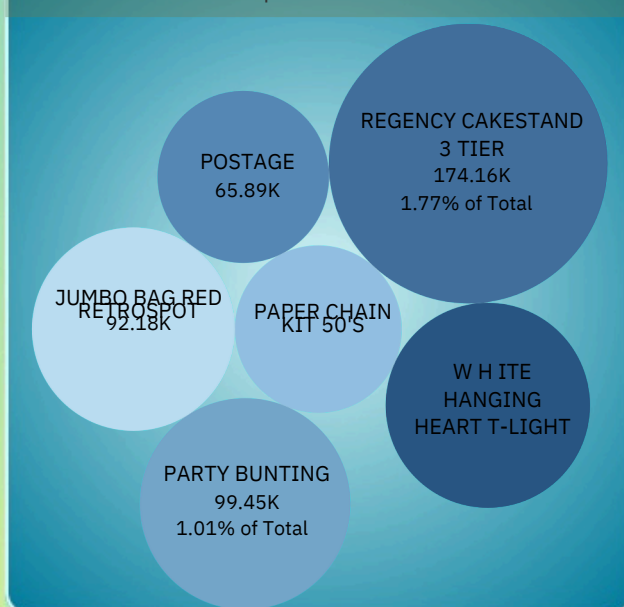
### Session wise Orders



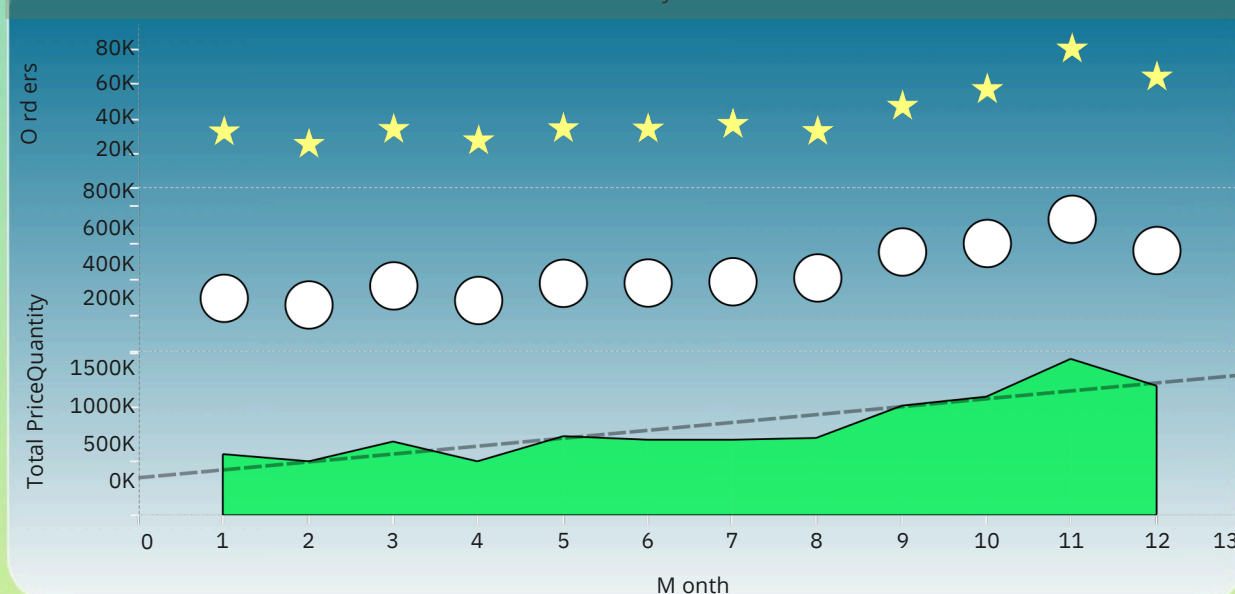
### Unit Price wise Quantity Distribution



### Top 6 Products



### Trend Analysis



### Country (group)

AI

### Hour

AI

### Month

AI

### Unit price

AI

### Day

AI





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523.96K



Total Customers  
4,324



Total Sales  
£9.86M

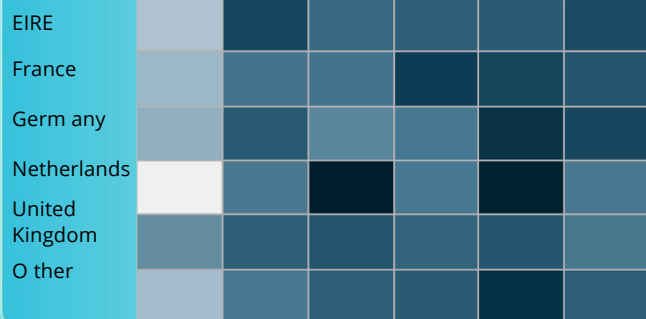


Avg. Order Val  
£18.82

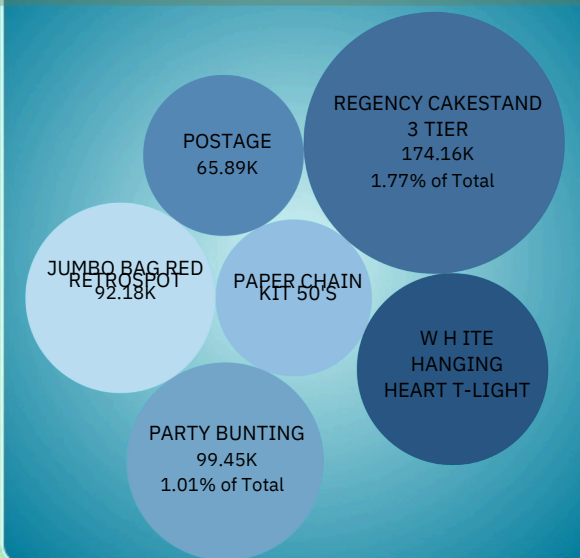


### Country vs Days by Orders

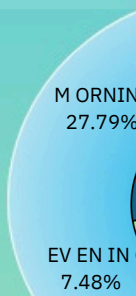
Sunday Monday Tuesday Wednesday Thursday Friday



### Top 6 Products



### Session wise Orders



### Dataset Summary: 38%

- Original Data: 1,000 records | 10 columns
- Cleaned Data: 380 records (positive values only)
- Focused Dataset: dense transactions

### Filter Criteria:

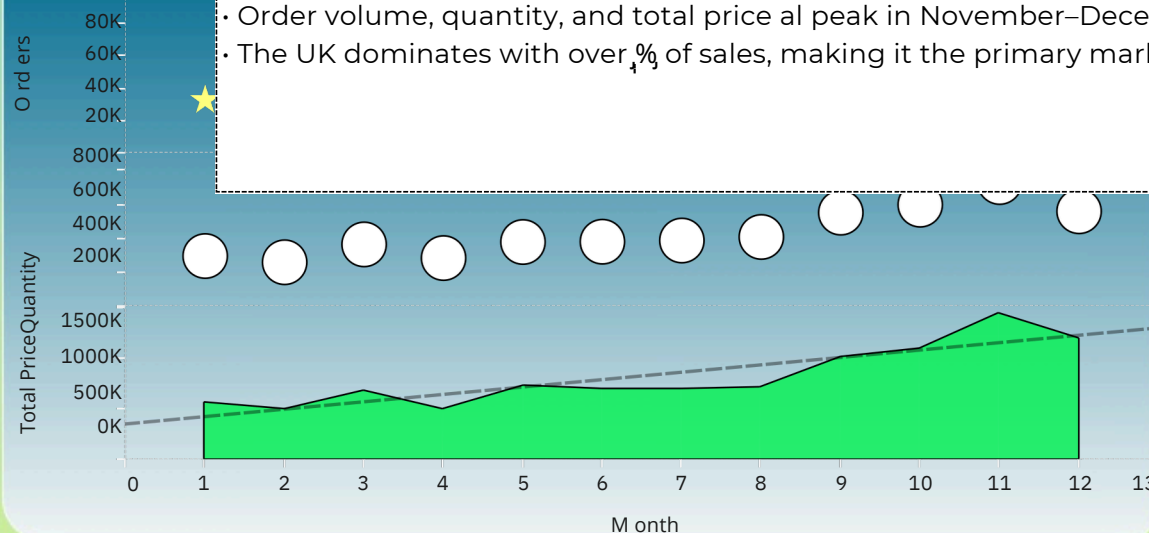
- Removed outliers: Quantity > 100, Unit Price > 100
- Ensures high-volume, meaningful transactions

### Objective:

Provide clear insights from high-density customer behavior to support business decisions.

### Dashboard Insights: Trend Analysis

- Order volume, quantity, and total price all peak in November–December, likely due to holidays.
- The UK dominates with over 40% of sales, making it the primary market driver.



Country (group)

Hour

AI

Month

AI

Unit price

AI

Day

AI

