REPORT INFORMATION DATA ANALYSIS
"ONLINE RETAIL SALES "
---BASE ON UK---

Information Dataset:

1. **Description**: This dataset contains transactions from an online retail company based in the United Kingdom.

2. **Analysis Needs**
   - Descriptive analysis to understand the distribution of sales trend data.
   - Sales trends.
   - Identify the best-selling products and the lowest-selling products.

QUERY Information MySQL:

1. **Creating an Online Retail Table into a Database**

```sql
CREATE TABLE Online_Retail (
    InvoiceNo VARCHAR(10) NOT NULL,
    StockCode VARCHAR(20) NOT NULL,
    Description VARCHAR(40) NULL,
    Quantity MEDIUMINT NOT NULL,
    InvoiceDate VARCHAR(20) NOT NULL,
    UnitPrice VARCHAR(10) NULL,
    CustomerID VARCHAR(10) NULL,
    Country VARCHAR(20) NOT NULL
)engine=InnoDB;
```

2. **Descriptive Analysis To Understand The Distribution Of Sales Trend Data**..

```sql
select count(CustomerID) as Total_Cust, Country,Description, sum(Quantity) as Total_QTY
from online_retail
group by CustomerID
order by Total_QTY desc;
```

OUTPUT:

Total_Cust	Country	Description	Total_QTY
135080	United Kingdom	OTHER PRODUCT	269562
2085	Netherlands	PACK OF 12 WOODLAND TISSUES	196719
778	Australia	RIBBON REEL LACE DESIGN	77242
5903	EIRE	ROSE COTTAGE KEEPSAKE BOX	77180
351	United Kingdom	BATH BUILDING BLOCK WORD	69029
433	United Kingdom	WOOD BLACK BOARD ANT WHITE FINISH	64122
1076	United Kingdom	CHRISTMAS LIGHTS 10 REINDEER	63012
585	United Kingdom	RED RETROSPOT OVEN GLOVE	61803
1640	United Kingdom	WHITE STITCHED WALL CLOCK	58021

Result 18 ✕

Description Of The Analysis:

From the data output results related to the analysis of the description of data distribution, the sales trend is dominated by customers from the United Kingdom with a number of around 135,080 customers.

3. **Sales Trends**
   - **Best-Selling Products**

```
select description, sum(Quantity) as Total_QTY
from online_retail
group by CustomerID
order by Total_QTY desc;
```

OUTPUT:

description	Total_QTY
OTHER PRODUCT	269562
PACK OF 12 WOODLAND TISSUES	196719
RIBBON REEL LACE DESIGN	77242
ROSE COTTAGE KEEPSAKE BOX	77180
BATH BUILDING BLOCK WORD	69029
WOOD BLACK BOARD ANT WHITE FINISH	64122
CHRISTMAS LIGHTS 10 REINDEER	63012
RED RETROSPOT OVEN GLOVE	61803
WHITE STITCHED WALL CLOCK	58021

Result 19 ✕

Description Of The Analysis:

From the results of the data obtained, the best-selling sales trend is from various products in the online retail where the total sales reach 269,562.

- **Lowest Product**

```
select description, sum(Quantity) as Total_QTY
from online_retail
group by CustomerID
order by Total_QTY asc;
```

OUTPUT:

description	Total_QTY
HAND WARMER BIRD DESIGN	-303
Bank Charges	-283
CHRISTMAS LIGHTS 10 SANTAS	-244
REGENCY SUGAR BOWL GREEN	-189
CREAM CUPID HEARTS COAT HANGER	-158
STRAWBERRY CERAMIC TRINKET BOX	-144
PLASTERS IN TIN CIRCUS PARADE	-132
CHRISTMAS RETROSPOT STAR WOOD	-70
ENCHANTED BIRD COATHANGER 5 HOOK	-56

Result 20 ✕

Description Of The Analysis:

From the results of the data obtained, the lowest product sales trend is "Hand Warmer Bird Desigan" in the online retailer where the total sales reach -303 (minus).