

Data Analysis Report - Online Retail

Report Generated by: RetailApp Application

Date: December 07, 2025

LEVEL - 1 ANALYSIS

This is a Transactional data set which contains all the Transactions occurring between 01/12/2010 and 09/12/2011 for a UK-based and Registered non store Online Retail. The Company mainly Sells unique all occasion gifts. 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 letter 'c', it indicates a Cancellation
StockCode	A 5-digit integral number uniquely assigned to each distinct product
Description	Product Name
Quantity	The Quantities of each Product (item) per Transaction
InvoiceDate	The day and time when each Transaction was generated
UnitPrice	Product Price per Unit
CustomerID	A 5-digit integral number uniquely assigned to each Customer
Country	The name of the country where each Customer resides

Column Data Types

Column	Type	Data Type
InvoiceNo	Categorical	Text
StockCode	Categorical	Text
Description	Categorical	Text
Quantity	Integer	Numeric
InvoiceDate	Date	Datetime
UnitPrice	Continuous	Numeric
CustomerID	Categorical	Numeric
Country	Categorical	Text

Key Performance Indicators

Metric	Value
Total Transaction	18,532
Total Revenue	\$ 11,941,286.59
Average Revenue	\$ 644.36
Unique Customers	4,372

Interesting Facts

- The dataset originally contained 25,900 transaction records. After cleaning, 18,532 records remain. A total of 7,368 records were removed due to negative prices or quantities (representing canceled transactions) and missing Customer IDs.
- The percentage of canceled orders in the dataset is 28.45%, which involves only 0.78% of the customers.
- The dataset contains 37 unique countries.
- The most frequently purchased product in the dataset is WHITE HANGING HEART T-LIGHT HOLDER.
- The country with the highest number of customers is United Kingdom.
- The dataset originally contained 4,372 unique customers. After data cleaning, 4,338 unique customers remain.