

# **Data Analysis Report - Online Retail**

Report Generated by: RetailApp Application

Date: December 07, 2025

# LEVEL - 2 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      |

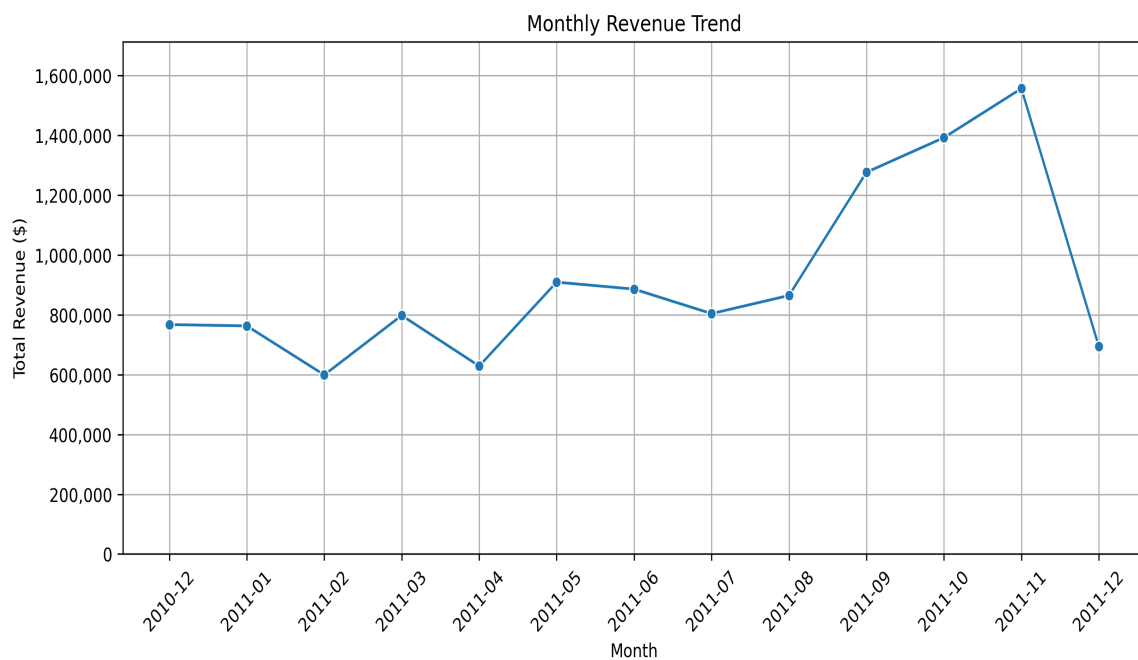
## Key Performance Indicators

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

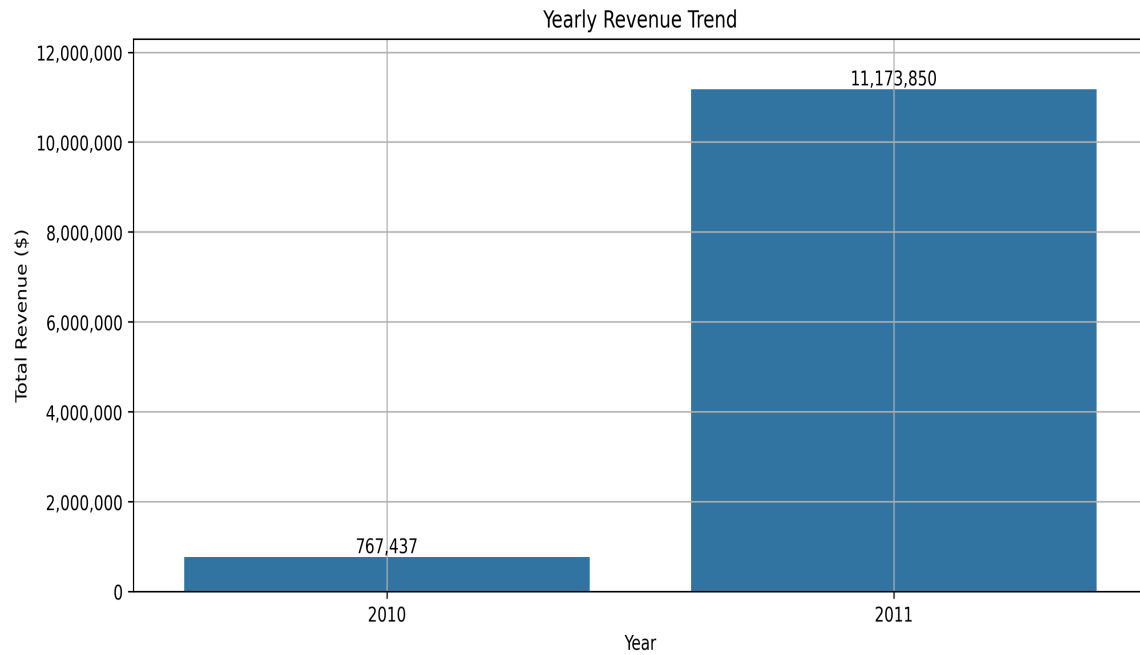
## Interesting Facts

- 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.

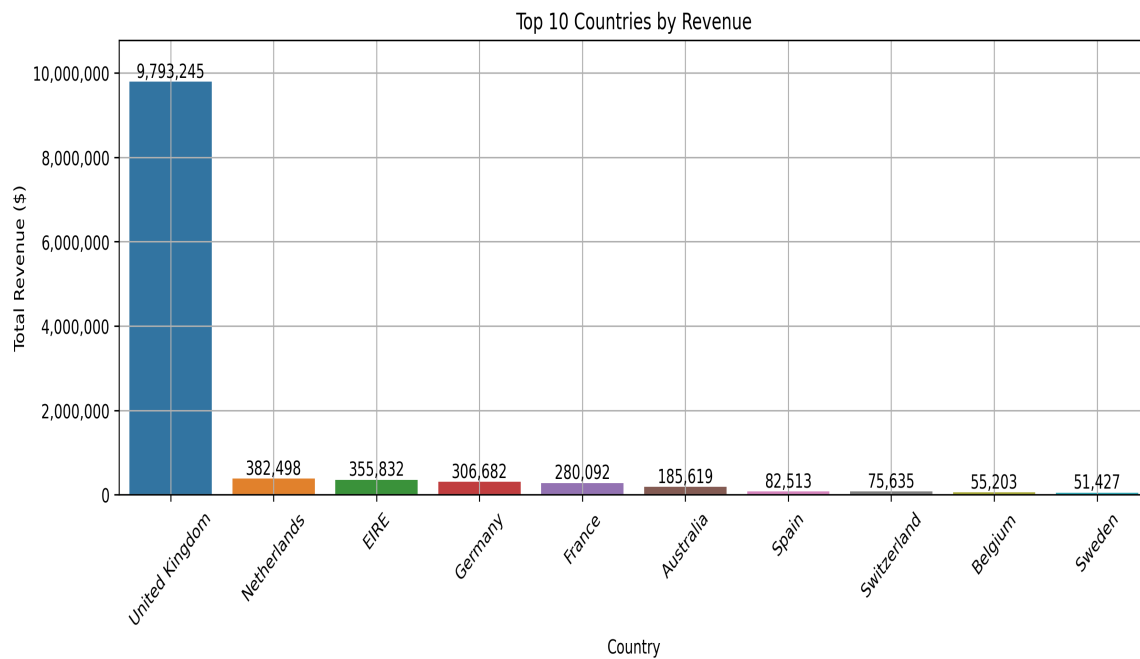
## Monthly Revenue Trend



## Yearly Revenue Trend



## Top 10 Countries by Revenue



## Top 10 Customer by Purchase by Country

