The first plot shows the sum of amount of sale in the months of 2011. Let's check the monthly sales and analysis the strategies that performed in online retail. It seems that the monthly sales in first 4 months of the year increased and decreased frequently but in next 4 months online retail could stabilize the amount of sale then increase it in the next quarter. Its strategy performed very well this time however we should consider this quarter is close to new year and big holiday. Briefly e can say online retail could use this opportunity. In December, the amount of sale reduce the lowest level compared to the last three months.

The second plot show the income of areas that online retail sell its productions in descending order. Also, we can check the quantity of productions sold in each country. Except united kingdom¸ Netherlands make the most income and Norway has the lowest income for online retail. Retail sold 200,000 productions in Netherlands to reach 280 m income but in Australia, sold 84 productions to reach over 100 m. it seems, customers in netherlands bought Inexpensive productions with high quantity but customers in Australia bought luxury productions with low quantity. Online retail must consider any customer categories and use the strategy that increase the amount of sales.

The third plot determinated top customers and show how much income them provide for online retail. The important question is " Is online retail depended to top customers?" yes. Except united kingdom, top customers come from Netherlands, Ireland and Australia. They make more than 100 milion money for online retail but other countries have income level below 30 m. Its better that online retail focus on top customers and provide more production that they need.

This plot shows countries that online retail sell productions. The focus point of this brand is in Europe. The size of point shows the amount of income from that region. The future plan of online retail can be opening branch of store in other regions to make more money.