

# Gift Wonder\_EDA

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## Revenue Across Countries

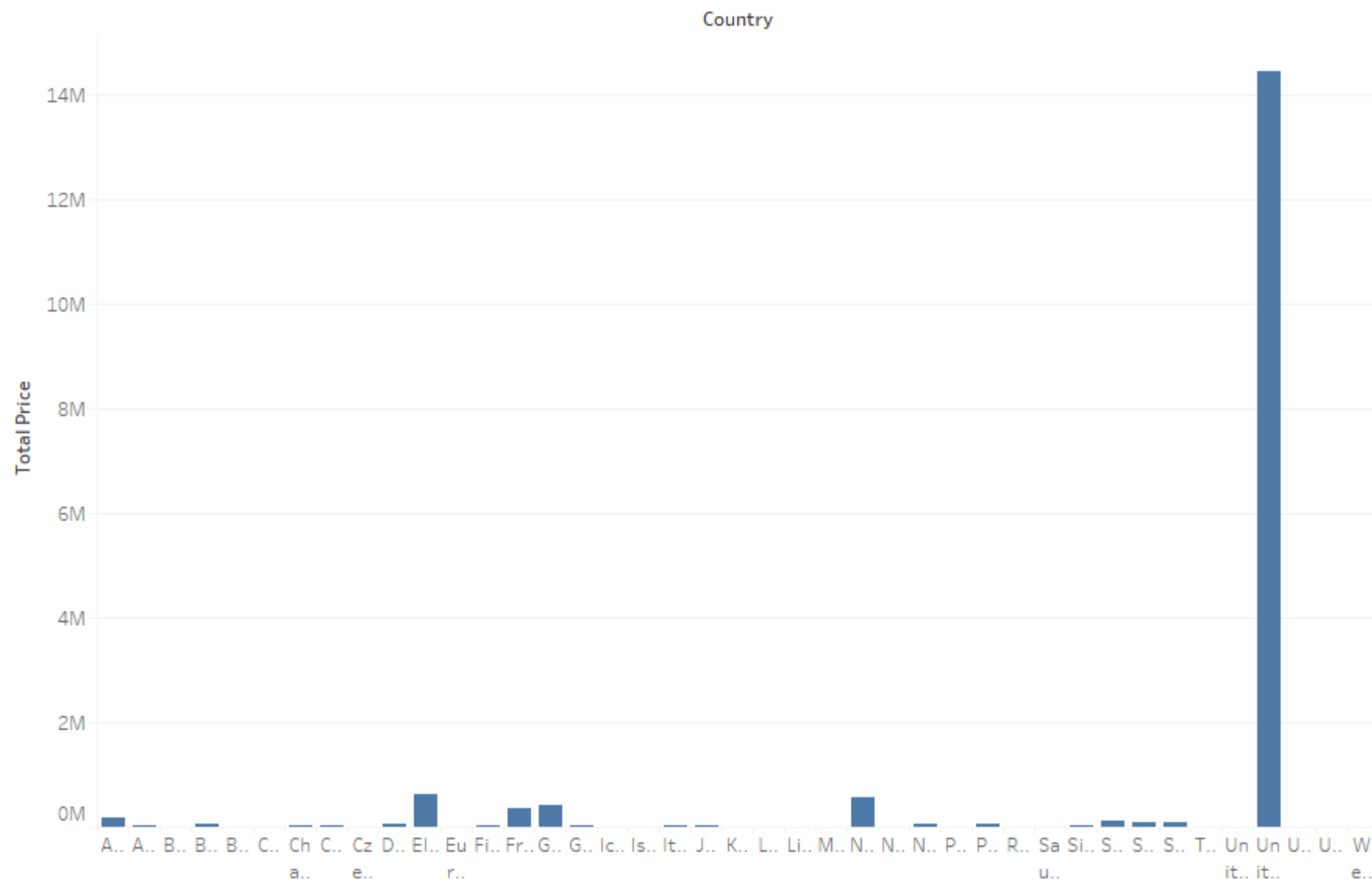


Map based on Longitude (generated) and Latitude (generated). Size shows details about Country.

### Country

- Australia
- Austria
- Bahrain
- Belgium
- Brazil
- Canada
- Channel Islands
- Cyprus
- Czech Republic
- Denmark
- EIRE
- European Communi..
- Finland
- France
- Germany
- Greece
- Iceland
- Israel
- Italy
- Japan
- Korea
- Lebanon
- Lithuania
- Malta
- Netherlands
- Nigeria
- Norway
- Poland
- Portugal
- RSA
- Saudi Arabia
- Singapore
- Spain
- Sweden
- Switzerland
- Thailand
- United Arab Emirat..
- United Kingdom
- Unspecified
- USA
- West Indies

## Revenue by Country



Sum of Total Price for each Country.

## Revenue by Year Month



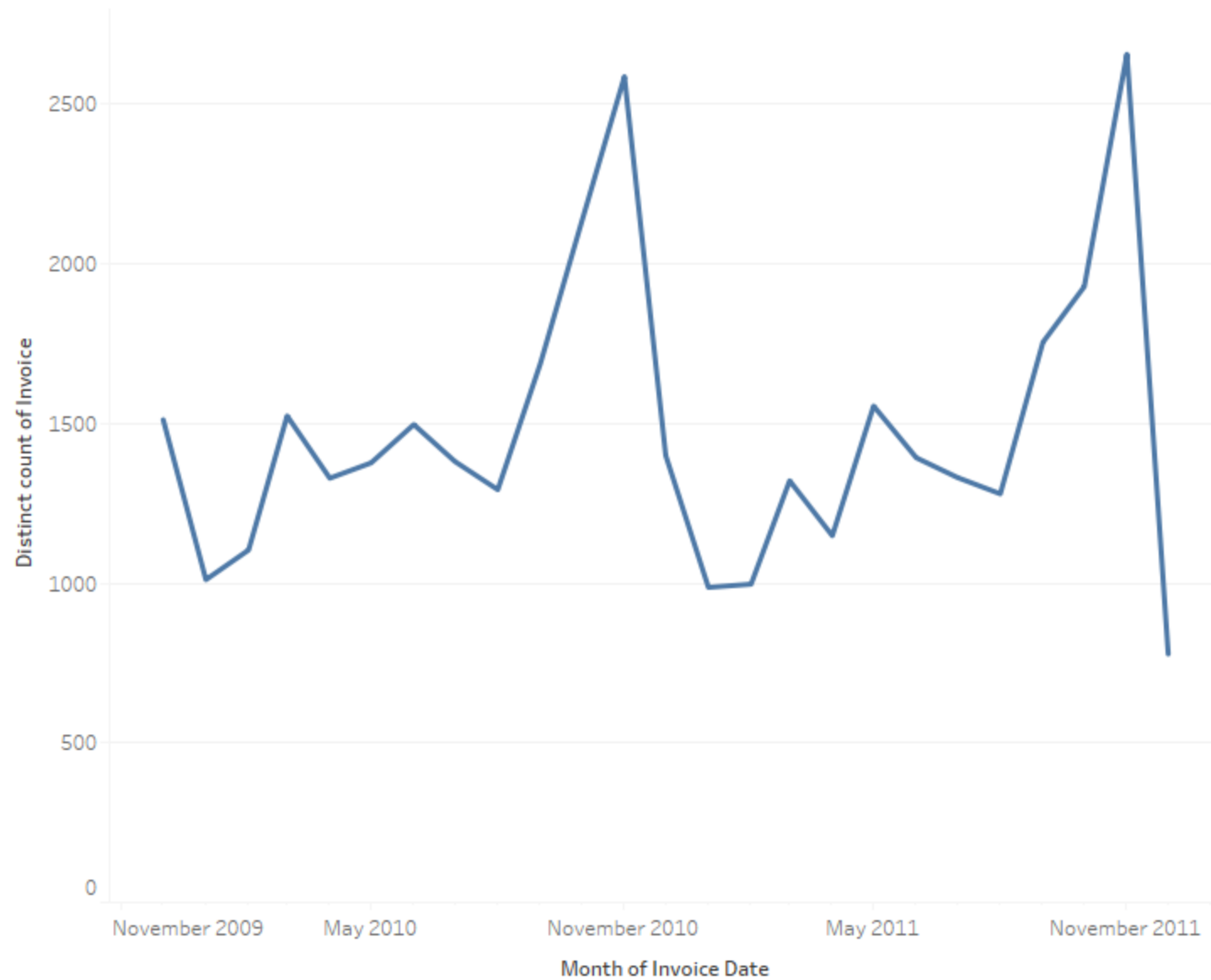
The trend of sum of Total Price for Invoice Date Month.

Number of Quantity by YearMonth



The trend of sum of Quantity for Invoice Date Month.

Number of Invoices by YearMonth



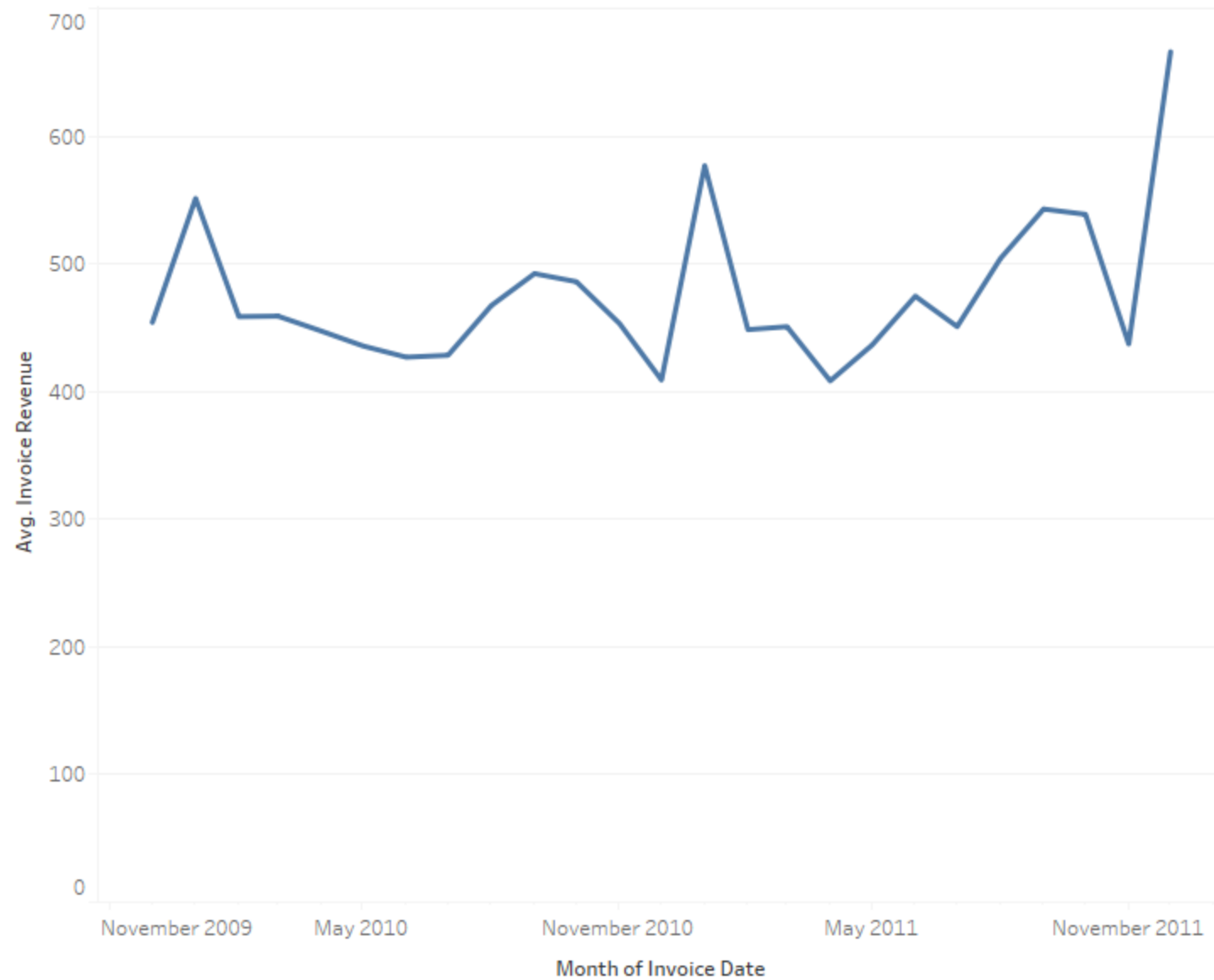
The trend of distinct count of Invoice for Invoice Date Month.

## Number of Customers by Month



The trend of distinct count of Customer ID for Invoice Date Month.

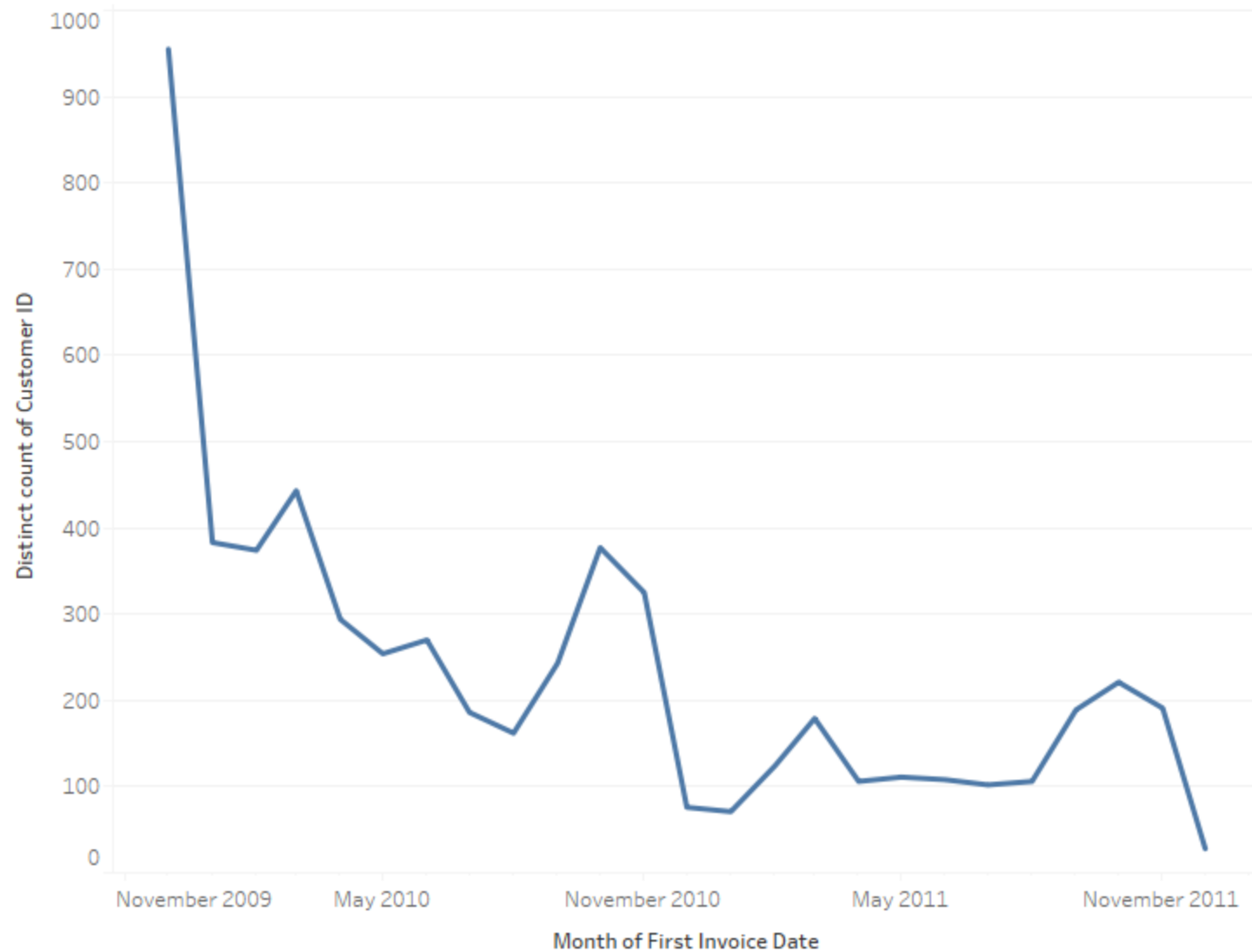
## Average Invoice Revenue by Year Month



The trend of average of Invoice Revenue for Invoice Date Month.



Number of New Customers by Year Month



The trend of distinct count of Customer ID for First Invoice Date Month.

## Exploratory Data Analysis Summary

- Most revenue comes from the United Kingdom.
- Revenue is highest during September, October, and November, which are likely a peak season for buying gifts.
- Quantity and number of purchases (invoices) are also highest in those months.
- The number of customers across months show similar patterns as revenue, quantity, and invoices
- Although the number of customers are higher during the peak season, the average invoice revenue are relatively stable. This indicates that customers are not making bigger purchases, just due to more customers during those months.
- Although the number of new customers appear to be decreasing over time, this decrease is likely artificial because we limited our data analysis to this two years and customers in the early months are more likely to be considered as 'new' because no prior purchasing data were available. Nevertheless, new customers are also more likely to come in during the peak season.