

Project three:

Storytelling With Data

what are the five best-selling products?



The Online retail store sells unique all-occasion gifts. The ecommerce Data set is gathered between 01/12/2010 and 09/12/2011.

There are many occasions when people like to give gifts for a close friend or a family member or even for colleagues. Perhaps the most-celebrated occasions are: Birthdays and Christmas.

Based on the data we have, what people have bought for a gift?

what are the five best-selling products?



In other words, what are the top 5 best selling products based on quantity sold?

The first item that customers have bought in large quantity is " LUNCH BAG RED RETROSPOT".

The second best selling item is "60 TEATIME FAIRY CAKE CASES". People like to bake cakes in these occasions or offered them to baking fans.

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The third best item that people purchased for a gift is "RED RETROSPOT CHARLOTTE BAG"; ideal for storing make up or bath products.

The other two best items in the top 5 products are "JUMBO SHOPPER VINTAGE RED PAISLEY" and "BUBBLEGUM RING ASSORTED", they sold around the same amount of quantity.

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In conclusion, The best performing products that sold the highest quantity are bags. Apparently, People like to purchase bags for a gift.

As a result, the company should provide more choices of bags.