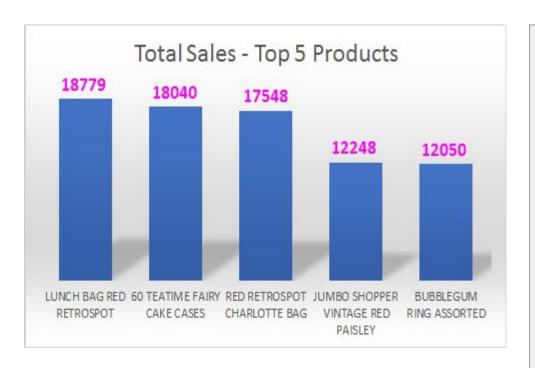
Project three:

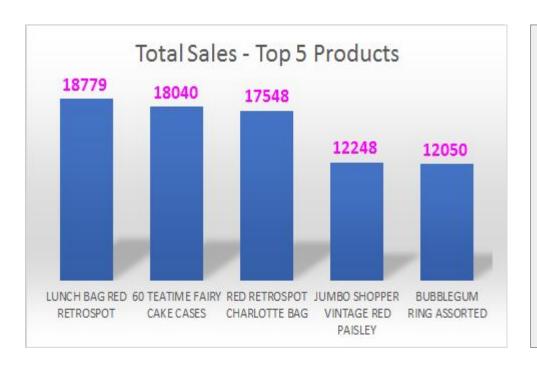
Storytelling With Data



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.

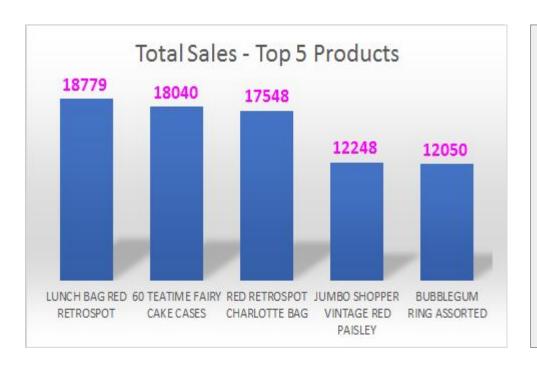
Based on the data we have, what people have bought for a gift?



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

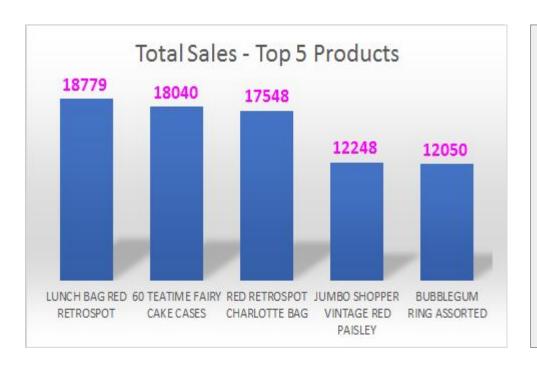
The first item that customers have bought in large quantity is "LUNCH BAG RED RETROSPOT".

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.



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.



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.