

# **Sales Data Analysis Report - Online Retail**

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Data Source: UCI Machine Learning Repository

# LEVEL-2 ANALYSIS

## Dataset Description

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 the letter 'C', it indicates a cancellation.
StockCode	A 5-digit integral number uniquely assigned to each distinct product.
Description	Product (item) Name.
Quantity	The quantities of each product(item) per transaction.
InvoiceDate	The day and time when a invoice 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 a customer resides.

## Data Types

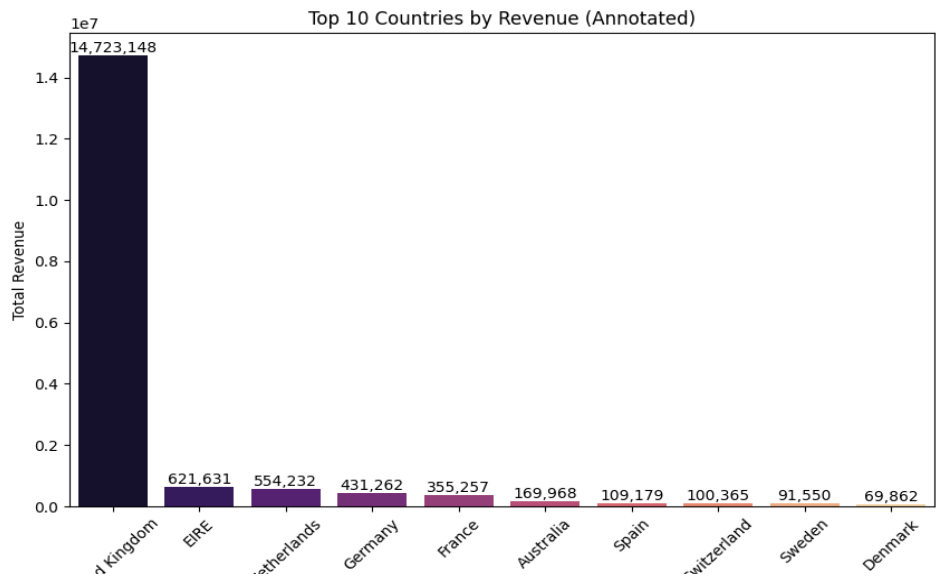
Column	Type
InvoiceNo	Text
StockCode	Text
Description	Text
Quantity	Numeric
InvoiceDate	Datetime
UnitPrice	Numeric
CustomerID	Numeric
Country	Text

## Interesting Facts

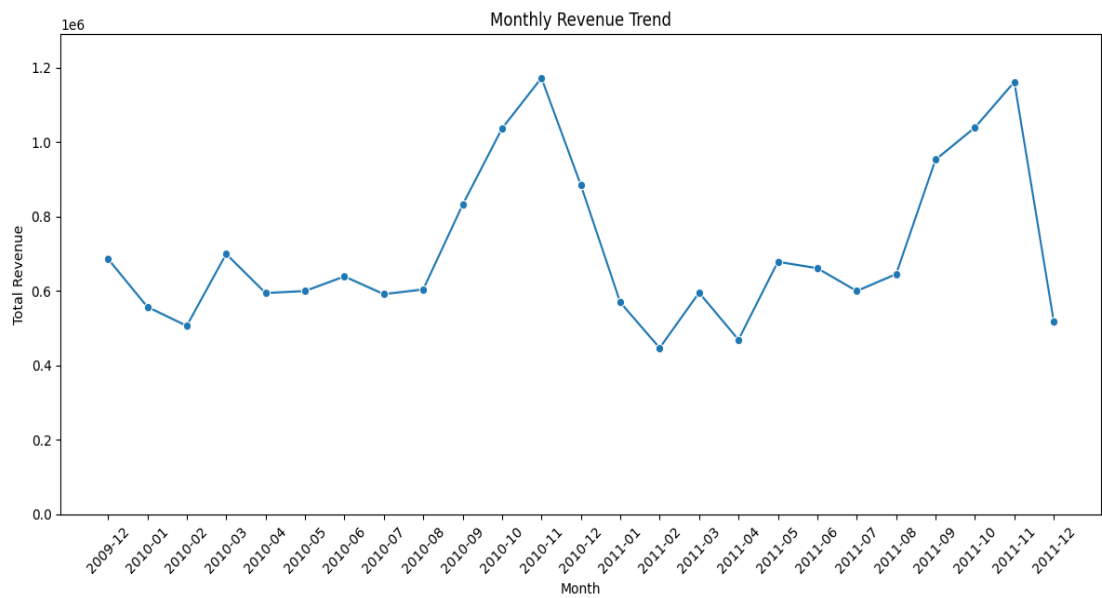
- There are 41 unique countries in the dataset.
- This dataset has total 36969 number of transactions.

- The dataset contains 805549 records consolidated for two years after removing the null rows and irrelevant data.

# Top 10 Countries By Revenue



# Monthly Revenue Trend



# Top Products By Quantity

