

Sales Data Analysis Report - Online Retail

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Data Source: UCI Machine Learning Repository

LEVEL-3 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

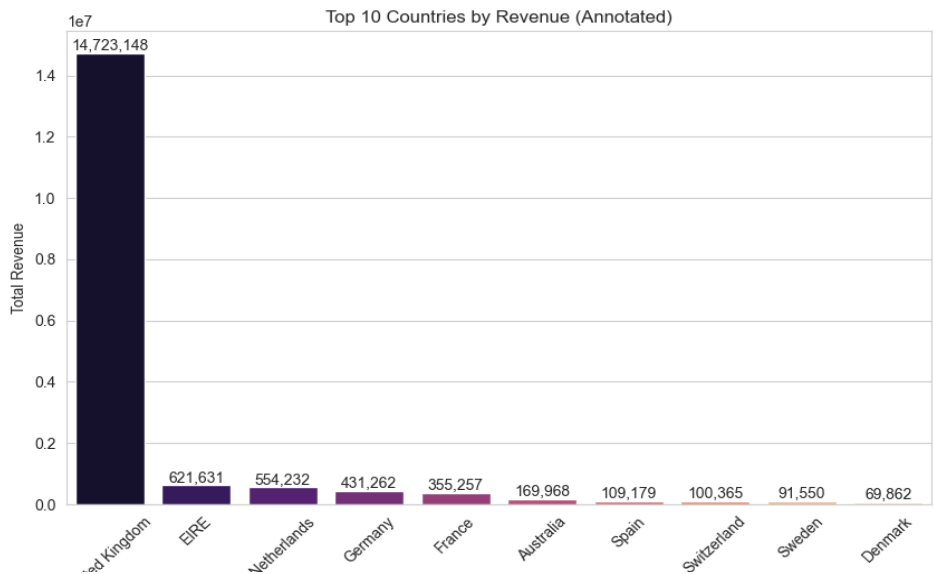
Column	Type
InvoiceNo	Text
StockCode	Text
Description	Text
Quantity	Numeric
InvoiceDate	Datetime
UnitPrice	Numeric
CustomerID	Numeric
Country	Text

Interesting Facts

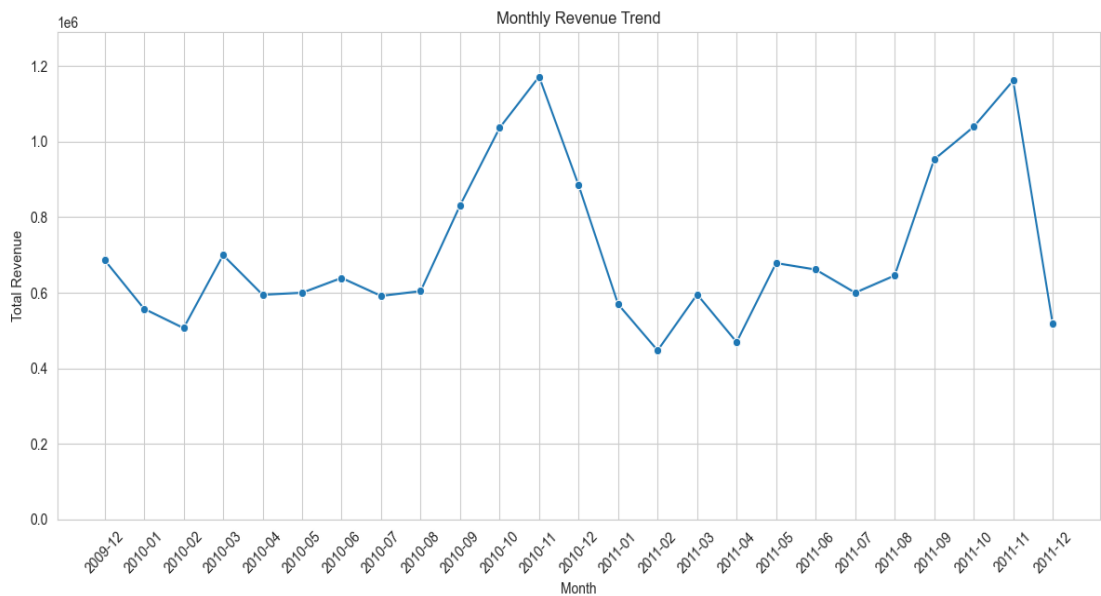
- There are 41 unique countries in the dataset.
- This dataset has total 36969 number of transactions.

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

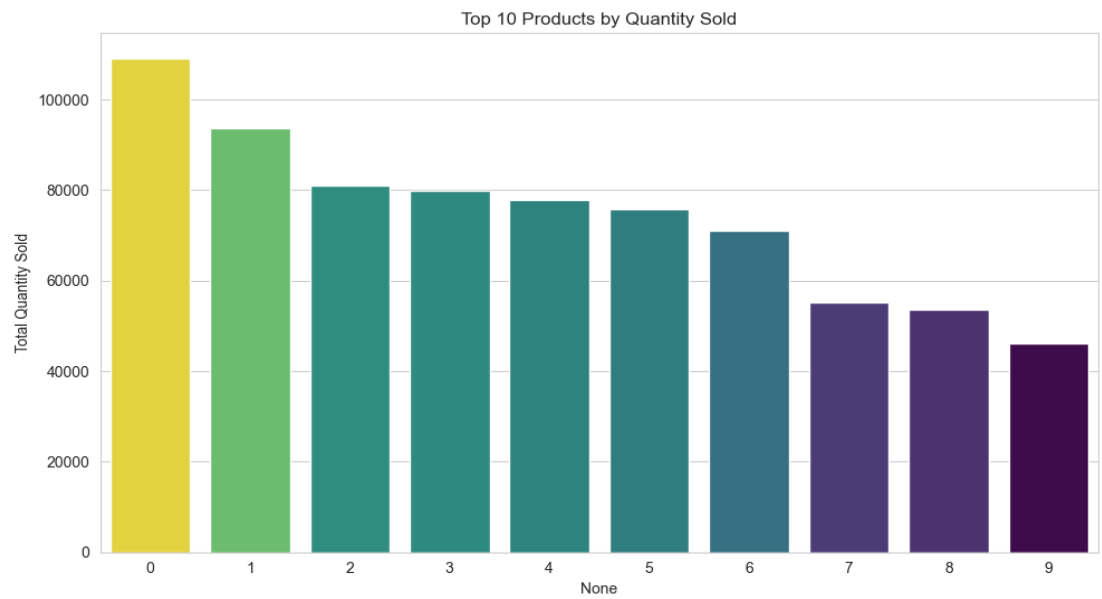
Top 10 Countries By Revenue



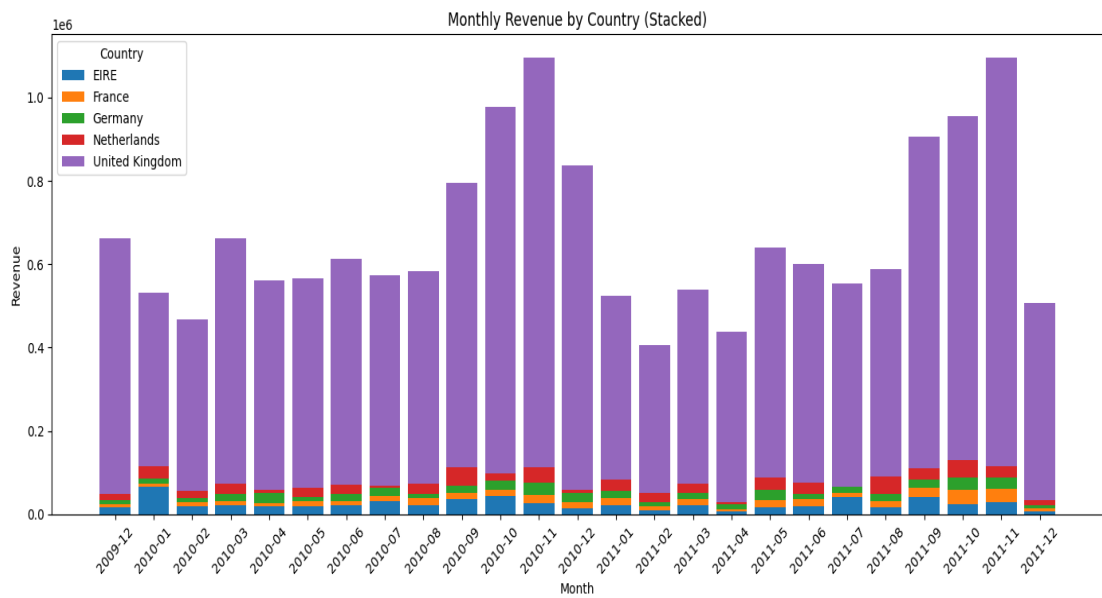
Monthly Revenue Trend



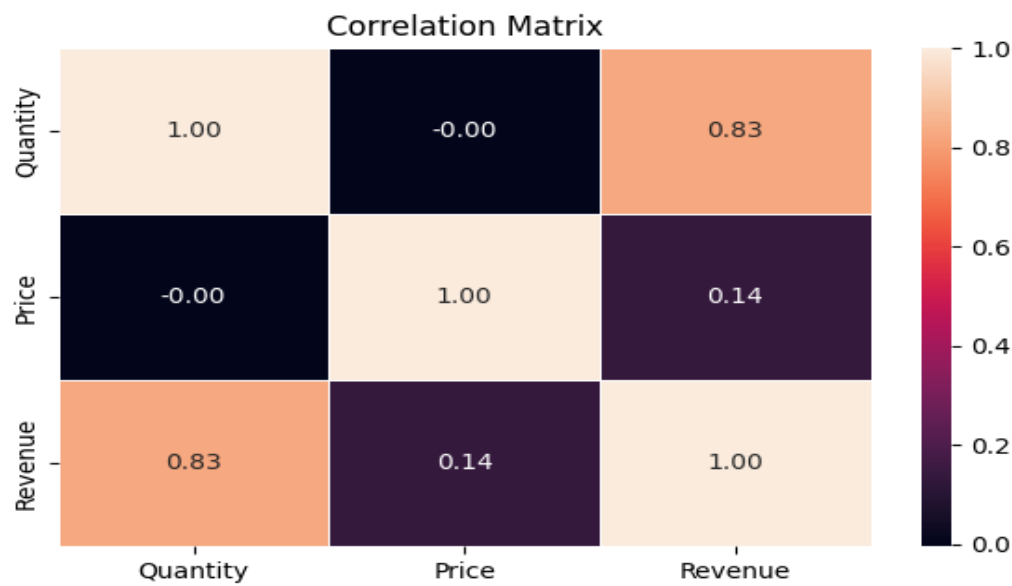
Top Products By Quantity



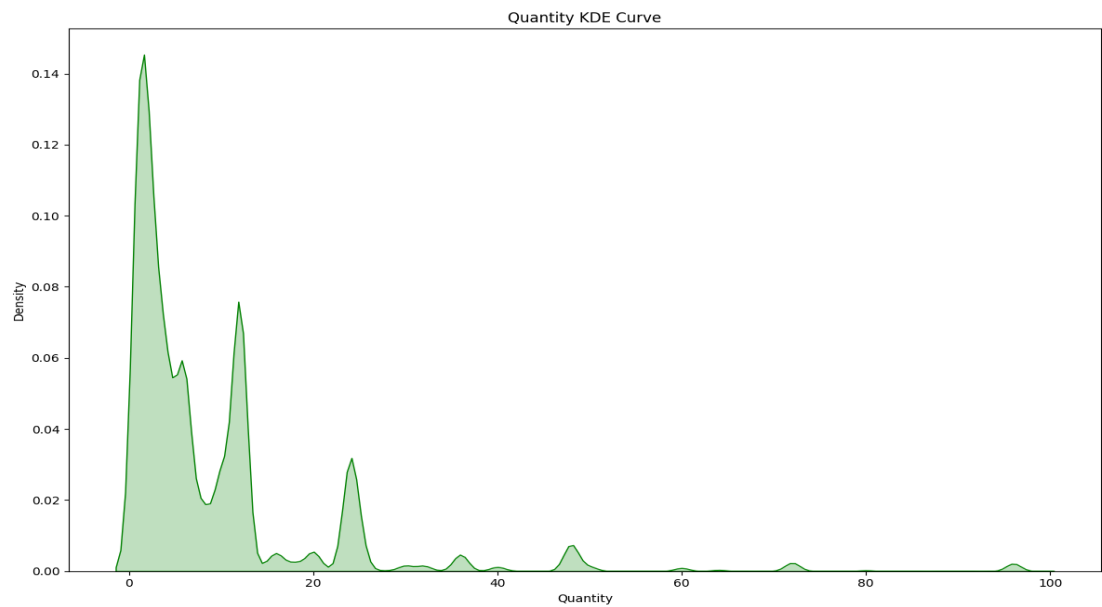
Monthly Revenue by Country



Correlation Matrix



Quantity KDE Curvre



Revenue Box Plot

