Customer Behavior Overview – Exploratory Data Analysis (EDA)
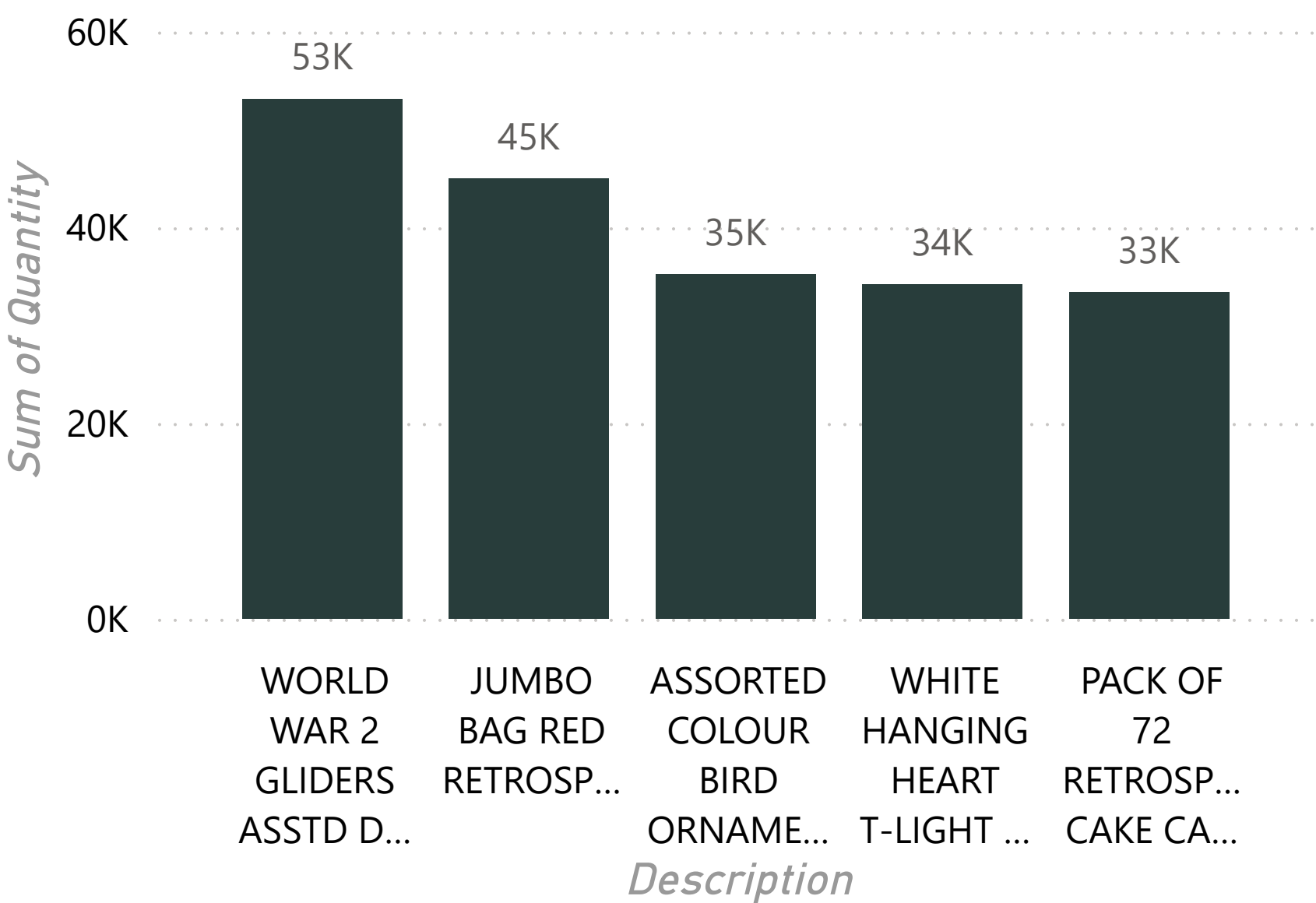
Number of Transactions
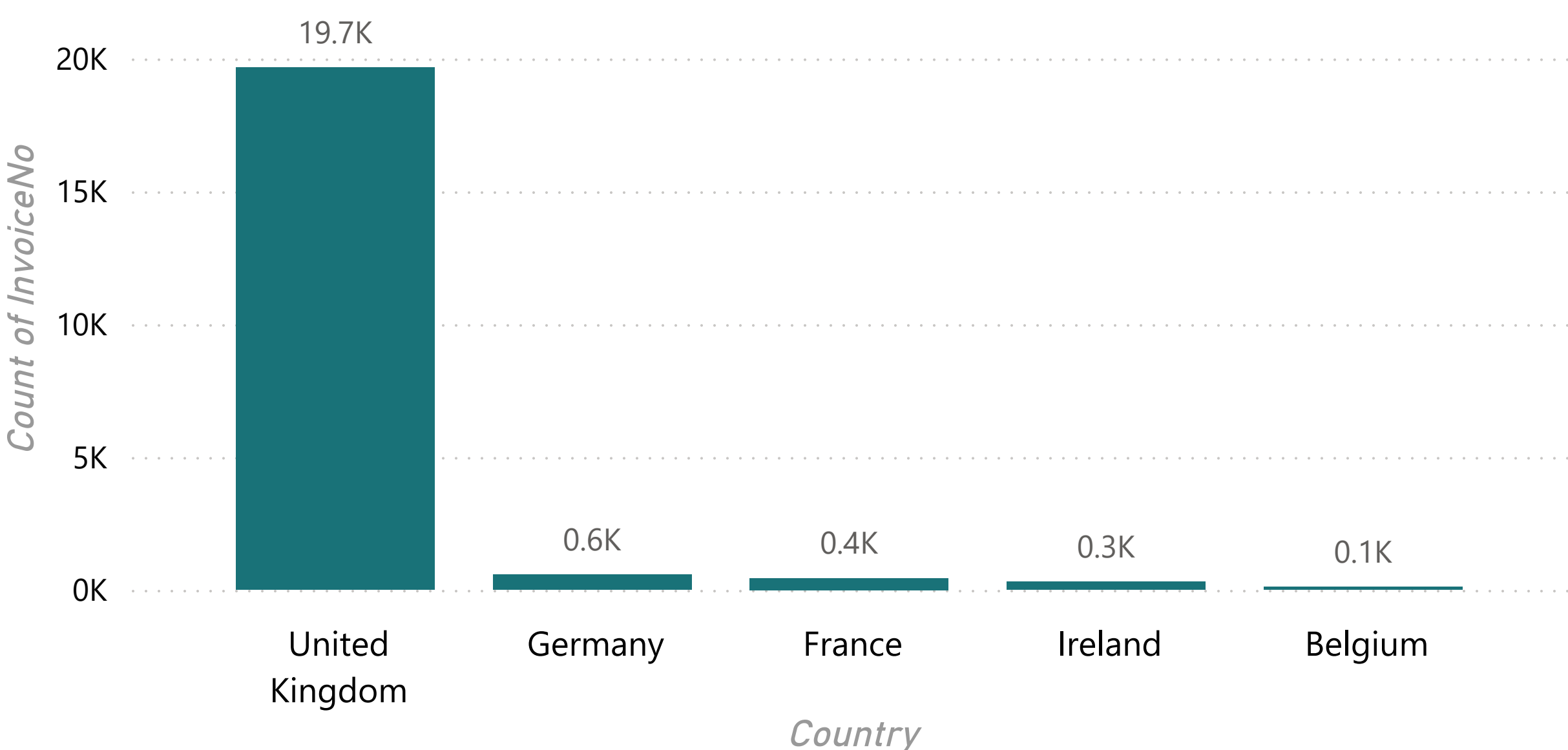
21.87K

Count of InvoiceNo

Number of Customers

4362

Count of CustomerID

Transactions per Month

Line chart of Count of InvoiceNo by Month:
- January: 22K
- February: 20K
- March: 27K
- April: 23K
- May: 29K
- June: 27K
- July: 27K
- August: 27K
- September: 40K
- October: 50K
- November: 64K
- December: 44K
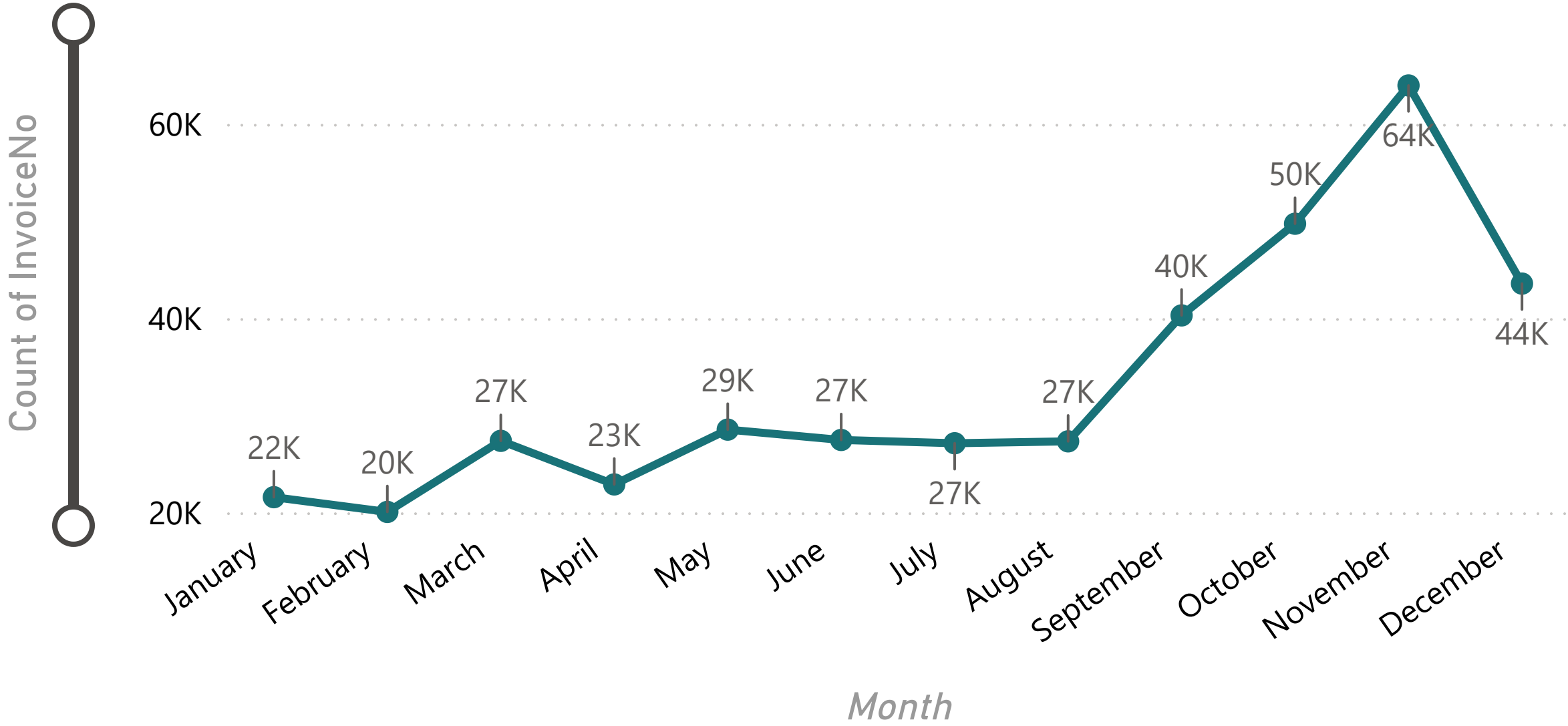
Top 5 Products by Quantity

Sum of Quantity by Description:
- WORLD WAR 2 GLIDERS ASSTD D...: 53K
- JUMBO BAG RED RETROSP...: 45K
- ASSORTED COLOUR BIRD ORNAME...: 35K
- WHITE HANGING HEART T-LIGHT ...: 34K
- PACK OF 72 RETROSP... CAKE CA...: 33K

Top 5 Countries by Number of Transactions

Count of InvoiceNo by Country:
- United Kingdom: 19.7K
- Germany: 0.6K
- France: 0.4K
- Ireland: 0.3K
- Belgium: 0.1K

Top 7 Customers by Revenue

Sum of Revenue by CustomerID:
- 14646: 26.7M
- 18102: 24.6M
- 17450: 13.0M
- 14911: 12.2M
- 12415: 12.2M
- 14156: 10.9M
- 17511: 8.4M