



An analysis of sales of online store located in the UK

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Data: [link to data](#)

Tools used:

- PostgreSQL
- PowerBI
- Python
- Github

Period of time

01/12/2010 08:26:00	09/12/2011 12:50:00
start_date	end_date

Customers from:
Australia
Austria
Bahrain
Belgium
Brazil
Canada
Channel Islands
Cyprus
Czech Republic
Denmark
European Community

Total number of transactions

26K
Sum of total_transactions

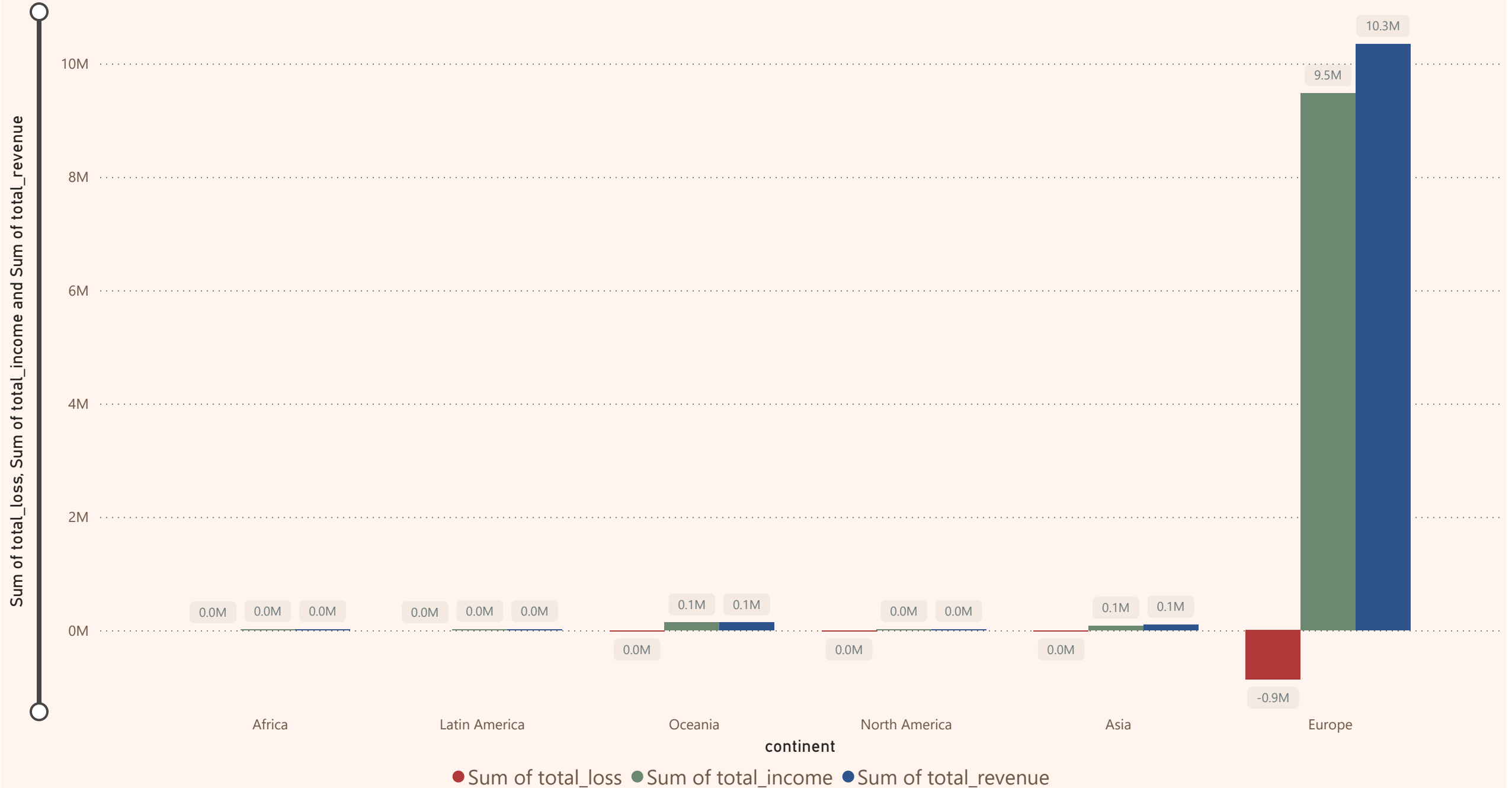
Total number of customers

4373
Sum of total_customers

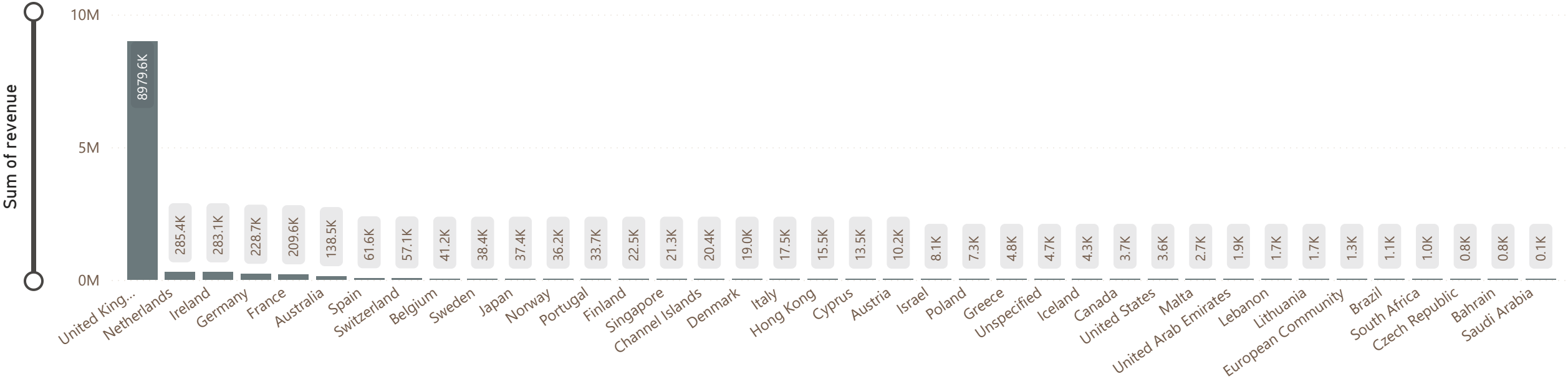
Number of aviable products

4013
Count of description

Income, loss, and revenue



Sum of revenue by country



country	Sum of revenue	Sum of loss	Sum of income
United Kingdom	8,979,619.97	-812,491.79	8,167,128.18
Netherlands	285,446.34	-784.80	284,661.54
Ireland	283,140.52	-20,147.14	262,993.38
Germany	228,678.40	-7,168.93	221,509.47
France	209,625.37	-12,308.26	197,317.11
Australia	138,453.81	-1,444.04	137,009.77
Spain	61,558.56	-6,802.53	54,756.03
Switzerland	57,067.60	-704.55	56,363.05
Belgium	41,196.34	-285.38	40,910.96
Sweden	38,367.83	-1,782.42	36,585.41
Japan	37,416.37	-2,075.75	35,340.62
Total	10,619,986.68	-893,979.73	9,726,006.95

country

country	Sum of loss
United Kingdom	-812,491.79
Ireland	-20,147.14
France	-12,308.26
Singapore	-12,158.90
Germany	-7,168.93
Spain	-6,802.53
Hong Kong	-5,574.76
Portugal	-4,380.08
Japan	-2,075.75
United States	-1,849.47
Sweden	-1,782.42
Total	-893,979.73

country	Sum of revenue
United Kingdom	8,979,619.97
Netherlands	285,446.34
Ireland	283,140.52
Germany	228,678.40
France	209,625.37
Australia	138,453.81
Spain	61,558.56
Switzerland	57,067.60
Belgium	41,196.34
Sweden	38,367.83
Japan	37,416.37
Total	10,619,986.68

Top 10 products

WORLD WAR 2 GLIDERS ASSTD DESIGNS

53751

JUMBO BAG RED RETROSPOT

47260

WHITE HANGING HEART T-LIGHT HOLDER

39042

POPCORN HOLDER

36322

ASSORTED COLOUR BIRD ORNAMENT

36122

PACK OF 72 RETROSPOT CAKE CASES

36016

RABBIT NIGHT LIGHT

30597

MINI PAINT SET VINTAGE

26437

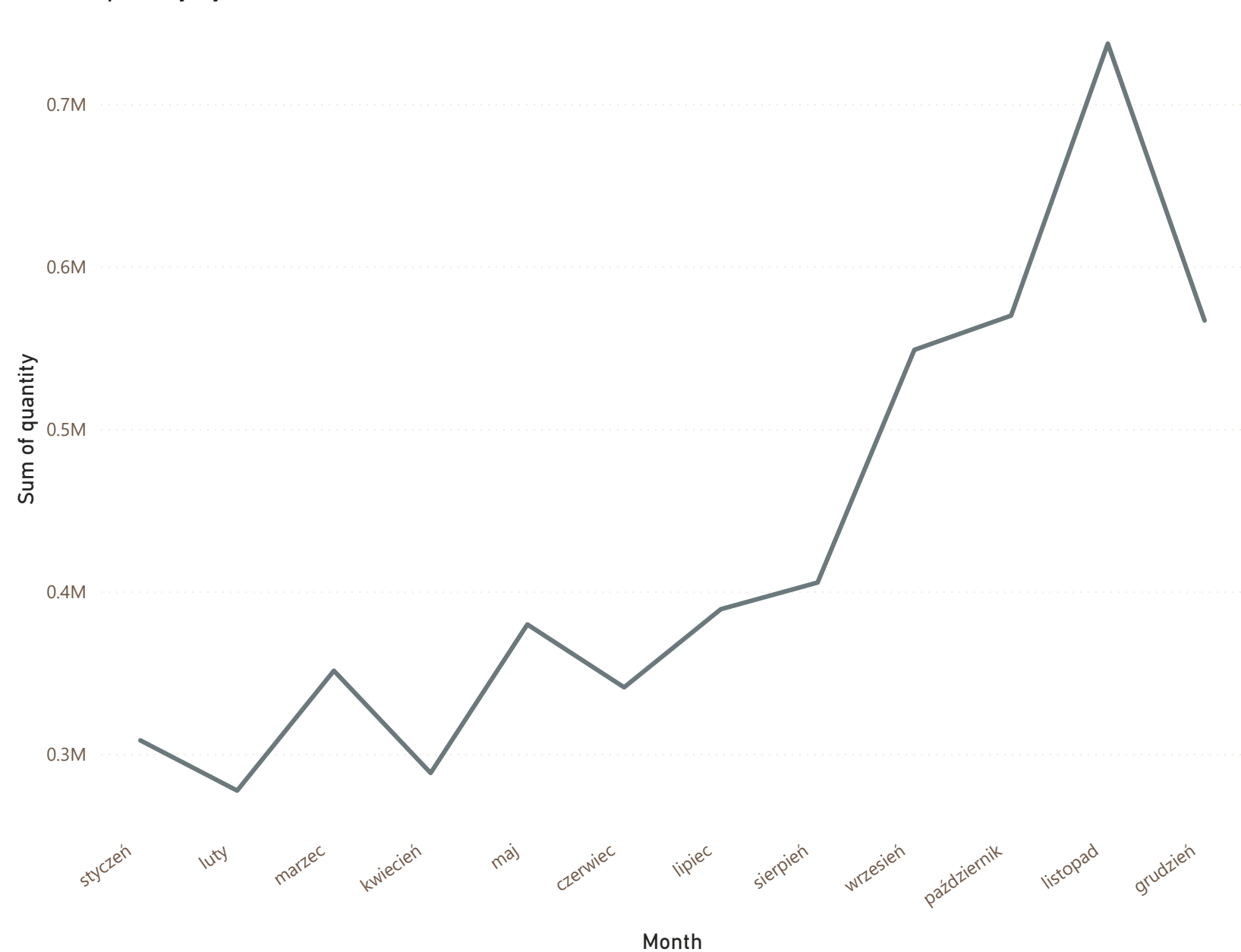
PACK OF 12 LONDON TISSUES

26299

PACK OF 60 PINK PAISLEY CAKE CASES

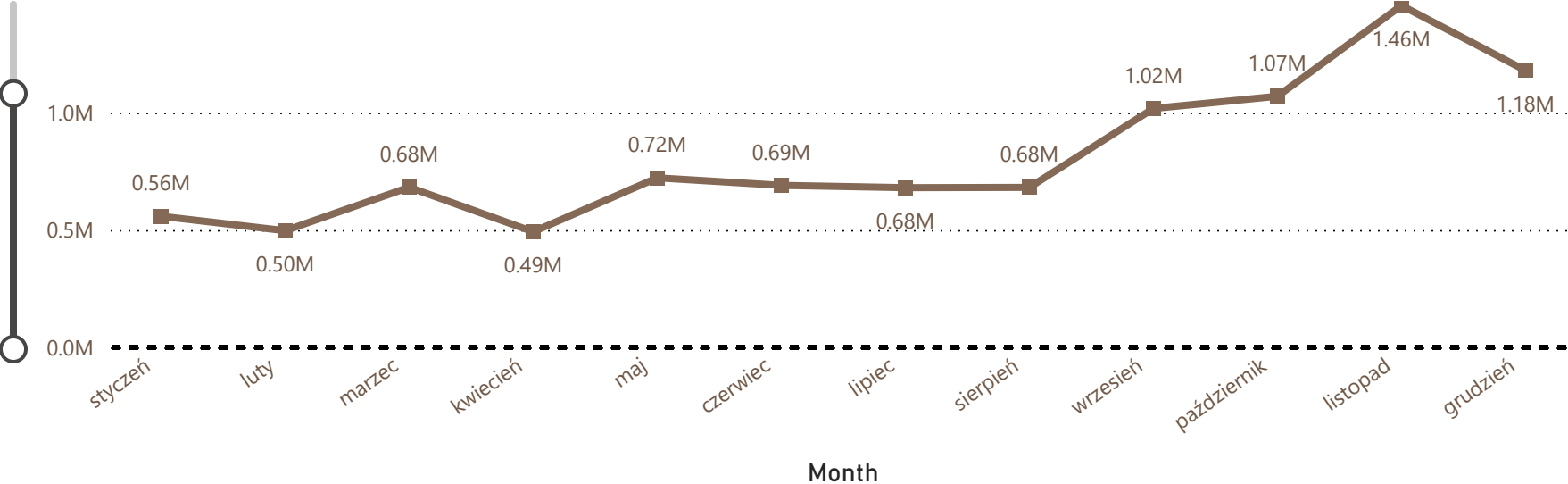
24719

Sum of quantity by Month



Top customers	
14,911.00	248
customer_id	Sum of transactions_no
12,748.00	224
customer_id	Sum of transactions_no
17,841.00	169
customer_id	Sum of transactions_no
14,606.00	128
customer_id	Sum of transactions_no
13,089.00	118
customer_id	Sum of transactions_no
15,311.00	118
customer_id	Sum of transactions_no
12,971.00	89
customer_id	Sum of transactions_no
14,527.00	86
customer_id	Sum of transactions_no
13,408.00	81
customer_id	Sum of transactions_no
14,646.00	77
customer_id	Sum of transactions_no

Sum of invoice_value by Month



Sum of quantity	description
83	ZINC WIRE SWEETHEART LETTER TRAY
30	ZINC WIRE KITCHEN ORGANISER
2922	ZINC WILLIE WINKIE CANDLE STICK
-24	ZINC TOP 2 DOOR WOODEN SHELF
5045	ZINC T-LIGHT HOLDER STARS SMALL
24	ZINC T-LIGHT HOLDER STARS LARGE
2049	ZINC T-LIGHT HOLDER STAR LARGE
259	ZINC SWEETHEART WIRE LETTER RACK
61	ZINC SWEETHEART SOAP DISH
8	ZINC STAR T-LIGHT HOLDER
8	ZINC PLANT POT HOLDER
5902	ZINC METAL HEART DECORATION
536	ZINC HERB GARDEN CONTAINER
5189415	

Australia

First country

£9.73M

Sum of transaction_value