

Original data shape: (541909, 8)

Cleaned data shape: (397884, 13)

--- SALES OVERVIEW ---

Total Sales: \$8,911,407.90

Total Items Sold: 5,167,812

Total Transactions: 18,532

Total Customers: 4,338

Average Order Value: \$480.87

--- TOP 10 COUNTRIES BY REVENUE ---

Country

United Kingdom 7308391.554

Netherlands 285446.340

EIRE 265545.900

Germany 228867.140

France 209024.050

Australia 138521.310

Spain 61577.110

Switzerland 56443.950

Belgium 41196.340

Sweden 38378.330

Name: TotalPrice, dtype: float64

--- TOP 10 PRODUCTS BY REVENUE ---

StockCode Description

23843 PAPER CRAFT , LITTLE BIRDIE 168469.60

22423 REGENCY CAKESTAND 3 TIER 142592.95

85123A WHITE HANGING HEART T-LIGHT HOLDER 100448.15

85099B JUMBO BAG RED RETROSPOT 85220.78

23166	MEDIUM CERAMIC TOP STORAGE JAR	81416.73
POST	POSTAGE	77803.96
47566	PARTY BUNTING	68844.33
84879	ASSORTED COLOUR BIRD ORNAMENT	56580.34
M	Manual	53779.93
23084	RABBIT NIGHT LIGHT	51346.20

Name: TotalPrice, dtype: float64

--- MONTHLY REVENUE TREND ---

Month

2010-12	572713.890
2011-01	569445.040
2011-02	447137.350
2011-03	595500.760
2011-04	469200.361
2011-05	678594.560
2011-06	661213.690
2011-07	600091.011
2011-08	645343.900
2011-09	952838.382
2011-10	1039318.790
2011-11	1161817.380
2011-12	518192.790

Freq: M, Name: TotalPrice, dtype: float64

--- SALES BY DAY OF WEEK ---

Day

Monday	1367146.411
Tuesday	1700634.631
Wednesday	1588336.170

Thursday 1976859.070

Friday 1485917.401

Saturday NaN

Sunday 792514.221

Name: TotalPrice, dtype: float64

--- CUSTOMER SEGMENTS ---

Segment

Lost 2497

Champions 618

Potential Loyalist 312

Need Attention 265

Loyal Customers 246

About to Sleep 147

Regular Customers 118

At Risk 57

Hibernating 52

Recent Customers 26

Name: count, dtype: int64

--- AVERAGE BASKET SIZE BY COUNTRY ---

Country

Netherlands 2131.500000

Australia 1471.947368

Japan 1369.263158

Sweden 1002.305556

Israel 809.200000

Singapore 748.714286

Switzerland 589.843137

EIRE 539.519231

Norway 537.111111

USA 491.600000

Name: Quantity, dtype: float64

--- TOP PRODUCT PAIRS PURCHASED TOGETHER ---

Product Pair Count

0	(JUMBO BAG PINK POLKADOT, JUMBO BAG RED RETROS...	546
1	(GREEN REGENCY TEACUP AND SAUCER, ROSES REGENC...	541
2	(ALARM CLOCK BAKELIKE GREEN, ALARM CLOCK BAKEL...	530
3	(LUNCH BAG PINK POLKADOT, LUNCH BAG RED RETROS...	523
4	(LUNCH BAG BLACK SKULL., LUNCH BAG RED RETROS...	517
5	(WOODEN FRAME ANTIQUE WHITE , WOODEN PICTURE F...	468
6	(LUNCH BAG RED RETROSPOT, LUNCH BAG SPACEBOY D...	467
7	(LUNCH BAG BLACK SKULL., LUNCH BAG PINK POLKA...	464
8	(GARDENERS KNEELING PAD CUP OF TEA , GARDENERS...	463
9	(GREEN REGENCY TEACUP AND SAUCER, PINK REGENCY...	460