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