Online Retail Transactional Dataset Analysis

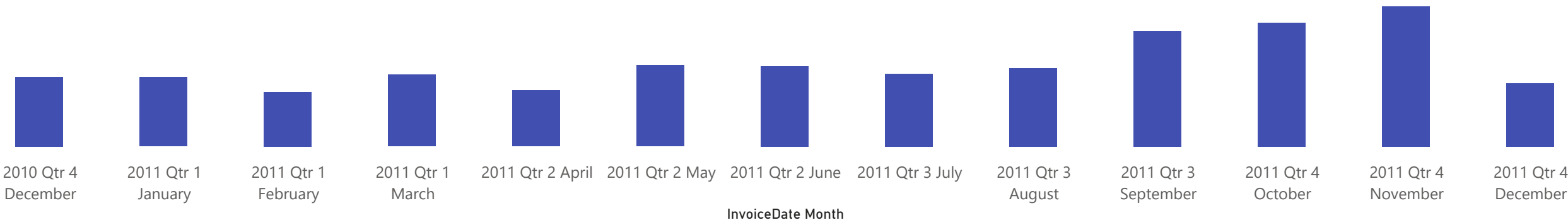| United Kingdom	8.76M	12/9/2011 9:15:00 AM
Highest Sales	Total Sales	Date and Time of Highest Sales

Mothly Unit Price Sales

InvoiceDate Month

New Customers Coming back in percentage

Month of First Purchase	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Dec 2010	36.54%	32.35%	38.35%	36.20%	39.82%	36.20%	34.84%	35.29%	39.48%	37.33%	50.23%	26.47%
Jan 2011	21.88%	26.68%	22.84%	31.73%	28.85%	24.76%	24.04%	29.57%	32.69%	36.54%	11.78%	
Feb 2011	18.68%	18.68%	28.68%	27.11%	24.47%	25.53%	27.37%	24.74%	30.53%	6.84%		
Mar 2011	14.82%	25.22%	19.91%	22.35%	16.81%	26.77%	23.01%	27.88%	8.63%			
Apr 2011	21.00%	20.33%	21.00%	19.67%	22.67%	21.67%	26.00%	7.33%				
May 2011	19.01%	17.25%	17.25%	20.77%	23.24%	26.41%	9.51%					
Jun 2011	17.36%	15.70%	26.45%	23.14%	33.06%	9.50%						
Jul 2011	17.65%	20.32%	22.46%	27.27%	11.23%							
Aug 2011	20.12%	24.26%	24.26%	12.43%								
Total	**22.54%**	**23.68%**	**25.63%**	**27.22%**	**27.85%**	**27.18%**	**26.55%**	**27.84%**	**30.02%**	**30.24%**	**37.92%**	**26.47%**