Purchase Pattern Analysis

Total sales
24.73K

Total Customers
46

Avg Order Value
405.37

Total Transactions
61

Outlier_Flag
All ▼

Item name
All ▼

Country
All ▼

Total_Sales by Year

- 30K
- 25K
- 20K
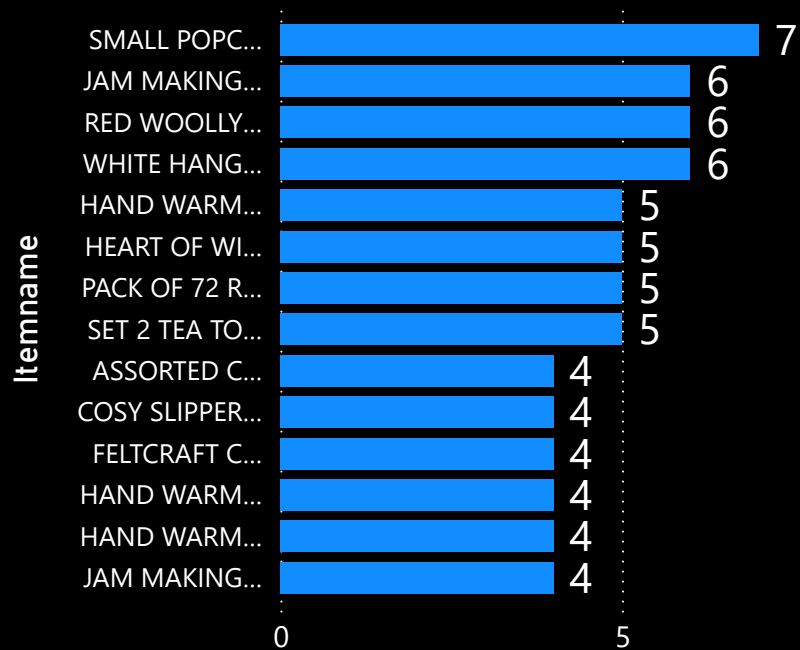- 2010
- Year
- Total_Sales

Insight

With Outliers-UK contributes 94% revenue. Top items: BLACK RECORD FRAME, CHILLI LIGHTS. Few high-value transactions (outliers) detected - likely bulk or corporate buyers.

Without Outliers – UK still contributes ~94% of revenue -market dominance unchanged. Avg Order Value drops from 405 → 378, showing true customer spending behavior. Top products stabilize (Chilli Lights, Light Garland, Wooden Frame, Fairy Tale). Demand looks more balanced across items.
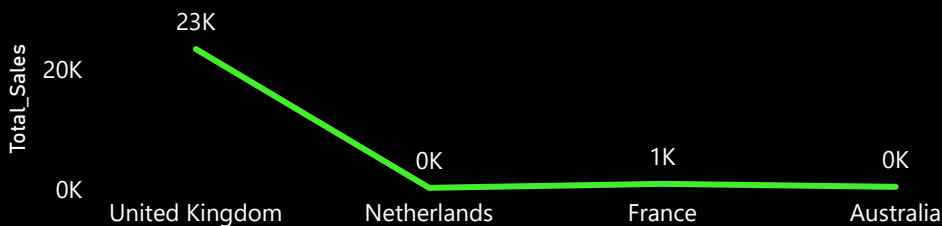
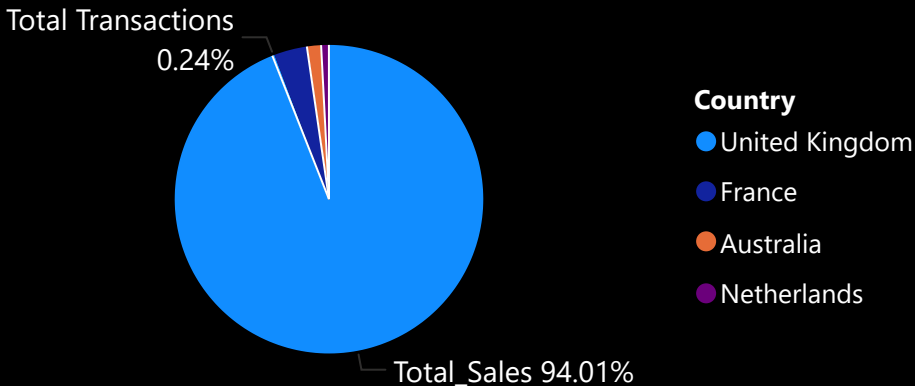Dashboard now reflects core retail patterns, not bulk/anomalous purchases.

Total_Sales by Itemname

Itemname	Total_Sales
BLACK RE...	1.6K
CHILLI LIG...	0.8K
LIGHT GA...	0.6K
WOODEN...	0.6K
FAIRY TAL...	0.6K
RED TOAD...	0.6K
HAND WA...	0.4K
WHITE HA...	0.4K
VICTORIA...	0.4K
HAND WA...	0.3K
PAPER CH...	0.3K
JUMBO B...	0.3K
SET/5 RED...	0.3K
HAND WA...	0.3K
HAND WA...	0.3K
HAND WA...	0.3K
CREAM H...	0.3K
SET OF 3 ...	0.3K
HOT WAT...	0.3K
RED WOO...	0.2K
RETROSP...	0.2K
ASSORTE...	0.2K
HOT WAT...	0.2K
PAPER CH...	0.2K

0K   1K   2K
Total_Sales

Demand Analysis

Itemname	Total Transactions
SMALL POPC...	7
JAM MAKING...	6
RED WOOLLY...	6
WHITE HANG...	6
HAND WARM...	5
HEART OF WI...	5
PACK OF 72 R...	5
SET 2 TEA TO...	5
ASSORTED C...	4
COSY SLIPPER...	4
FELTCRAFT C...	4
HAND WARM...	4
HAND WARM...	4
JAM MAKING...	4

0   5
Total Transactions

Total_Sales by Country

- 23K
- 20K
- 0K
- United Kingdom
- Netherlands — 0K
- France — 1K
- Australia — 0K
- Total_Sales

Total_Sales and Total Transactions by Country

Total Transactions
0.24%

Total_Sales 94.01%

Country
- United Kingdom
- France
- Australia
- Netherlands

Purchase Pattern Analysis

Total_Quantity	Total_Customers	Avg Order Value
13K	999	405.37

Total_Revenue 24.73K

Item name: All

Outlier_Flag: All
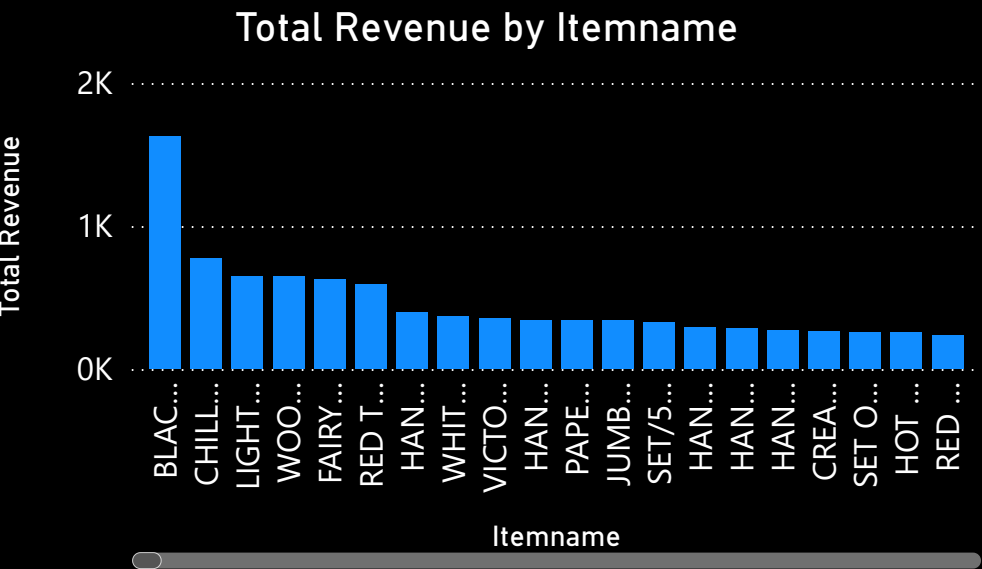
Country: All

Total Revenue by Year and Quarter

Oct 2010

Sales Stability: -After removing outliers, total revenue stabilizes at 23.10K (vs 24.73K with outliers) and total quantity at ~12K, indicating consistent sales volume.
Billing Behavior:-Bill-wise quantity spikes are significantly reduced, confirming a shift from irregular bulk purchases to repeat, retail-driven transactions.
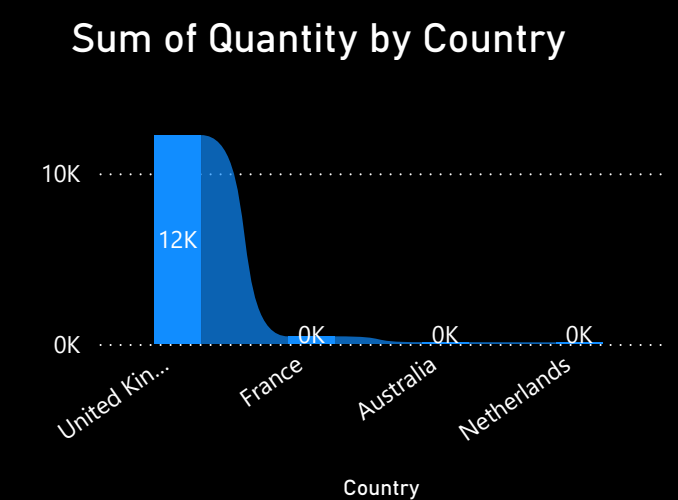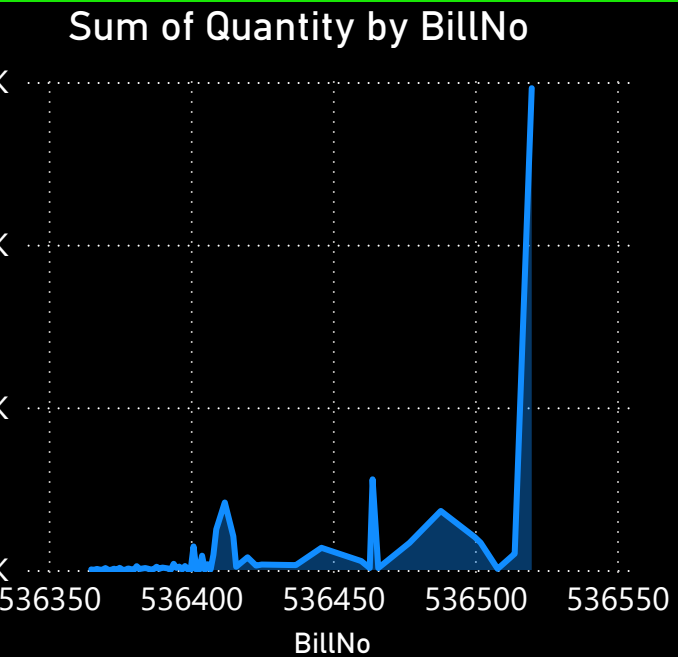• Country Performance:- United Kingdom contributes ~93.9% (21.69K) of total revenue, while France, Australia, and Netherlands together contribute <7%, highlighting stable but highly concentrated market

Sum of Quantity by BillNo

Total Revenue and Total of Quantity by Country

Microsoft Bing

Total Revenue by Itemname

Sum of Quantity by Country

12K

United Kin... France Australia Netherlands

Total Revenue by Country

0.86K (3.46%)

23.32K (94.31%)

Country
- United King...
- France
- Australia
- Netherlands