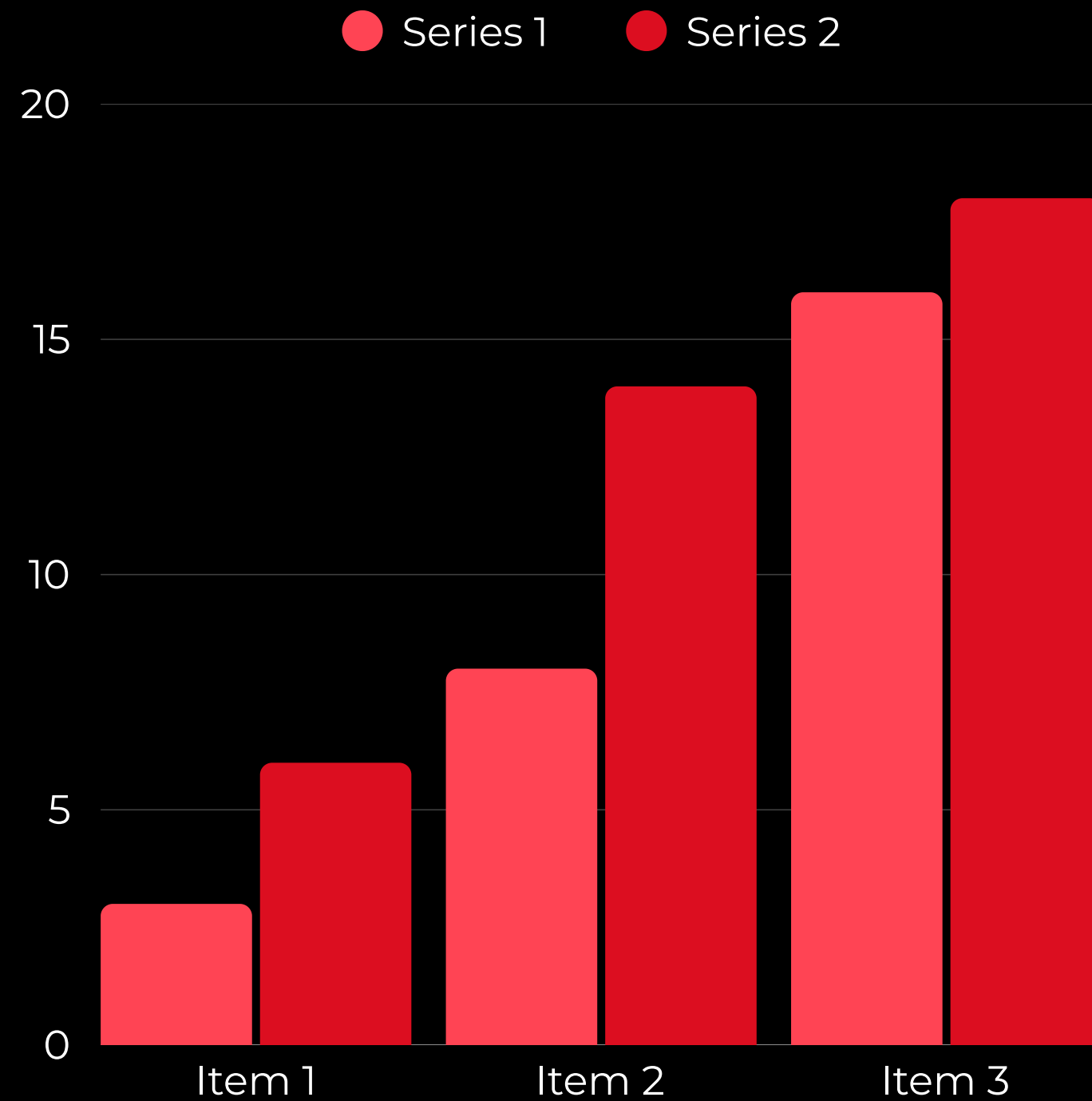




ONLINE RETAIL DATA ANALYSIS

made by Harshita



Project Overview

- Title: Online Retail Data Analysis

Summary:

- Analyzed online retail data to uncover insights into sales performance, customer behavior, and product trends using Tableau.

DATASET DESCRIPTION

A	B	C	D	E	F	G	H
InvoiceNo	StockCode	Description	Quantity	InvoiceDate	UnitPrice	CustomerID	Country
536365	85123A	WHITE HANGING HE	6	12/1/2010 8:26	2.55	17850	United Kingdom
536365	71053	WHITE METAL LANT	6	12/1/2010 8:26	3.39	17850	United Kingdom
536365	84406B	CREAM CUPID HEAR	8	12/1/2010 8:26	2.75	17850	United Kingdom
536365	84029G	KNITTED UNION FLA	6	12/1/2010 8:26	3.39	17850	United Kingdom
536365	84029E	RED WOOLLY HOTTI	6	12/1/2010 8:26	3.39	17850	United Kingdom
536365	22752	SET 7 BABUSHKA NE	2	12/1/2010 8:26	7.65	17850	United Kingdom
536365	21730	GLASS STAR FROSTE	6	12/1/2010 8:26	4.25	17850	United Kingdom
536366	22633	HAND WARMER UNI	6	12/1/2010 8:28	1.85	17850	United Kingdom
536366	22632	HAND WARMER RED	6	12/1/2010 8:28	1.85	17850	United Kingdom
536367	84879	ASSORTED COLOUR	32	12/1/2010 8:34	1.69	13047	United Kingdom
536367	22745	POPPY'S PLAYHOUSE	6	12/1/2010 8:34	2.1	13047	United Kingdom
536367	22748	POPPY'S PLAYHOUSE	6	12/1/2010 8:34	2.1	13047	United Kingdom
536367	22749	FELTCRAFT PRINCES	8	12/1/2010 8:34	3.75	13047	United Kingdom
536367	22310	IVORY KNITTED MU	6	12/1/2010 8:34	1.65	13047	United Kingdom
536367	84969	BOX OF 6 ASSORTED	6	12/1/2010 8:34	4.25	13047	United Kingdom
536367	22623	BOX OF VINTAGE JIG	3	12/1/2010 8:34	4.95	13047	United Kingdom
536367	22622	BOX OF VINTAGE AL	2	12/1/2010 8:34	9.95	13047	United Kingdom

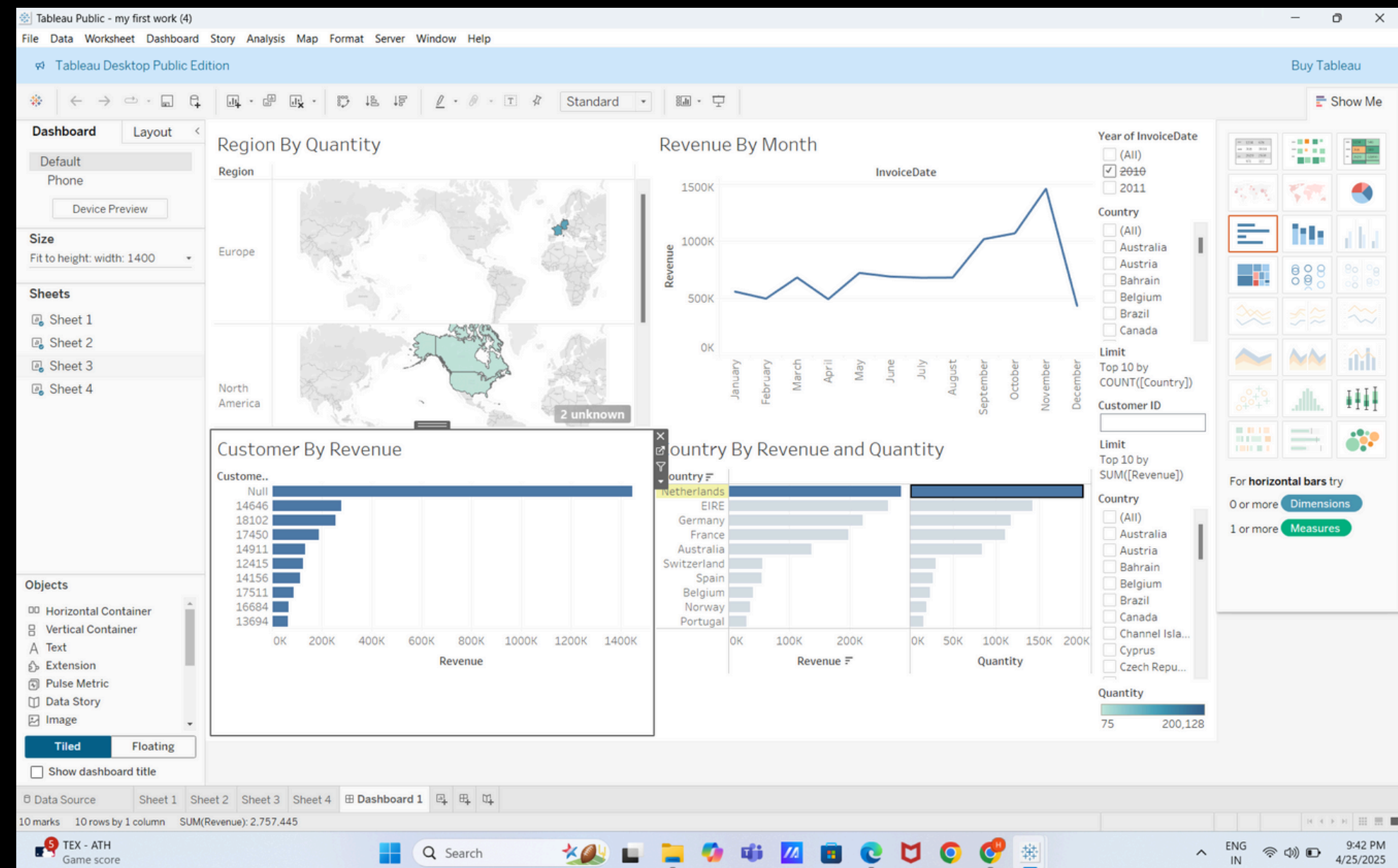
- **Dataset Columns:**

- InvoiceNo
- StockCode
- Description
- Quantity
- InvoiceDate
- UnitPrice
- CustomerID
- Country

DASHBOARD CREATION IN TABLEAU

● Key Features:

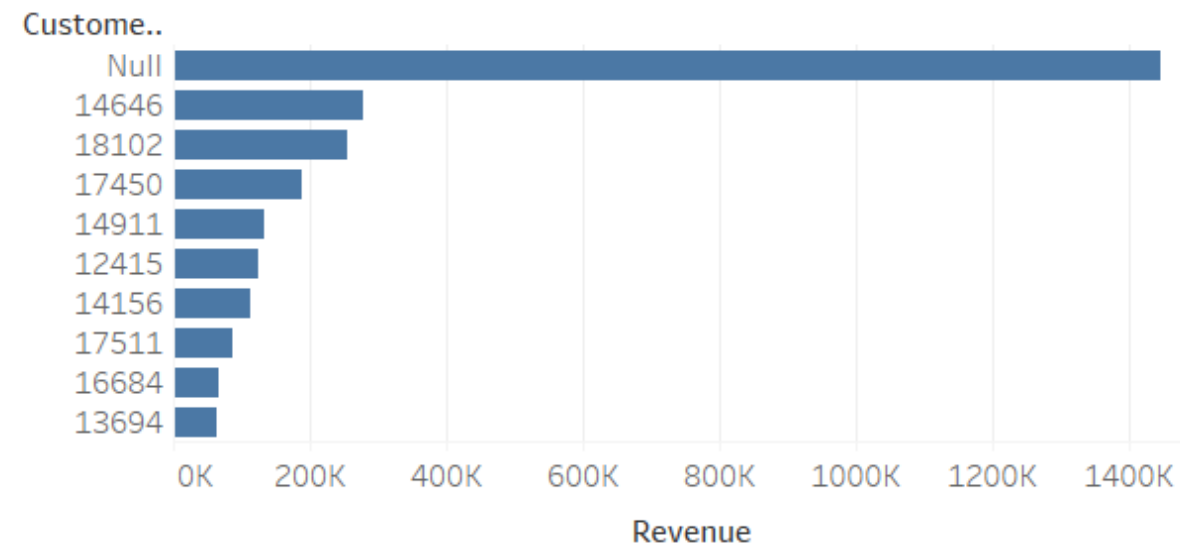
- Interactive dashboards with filters
- Sales performance visualizations
- Customer segmentation by demographics
- Regional sales insights



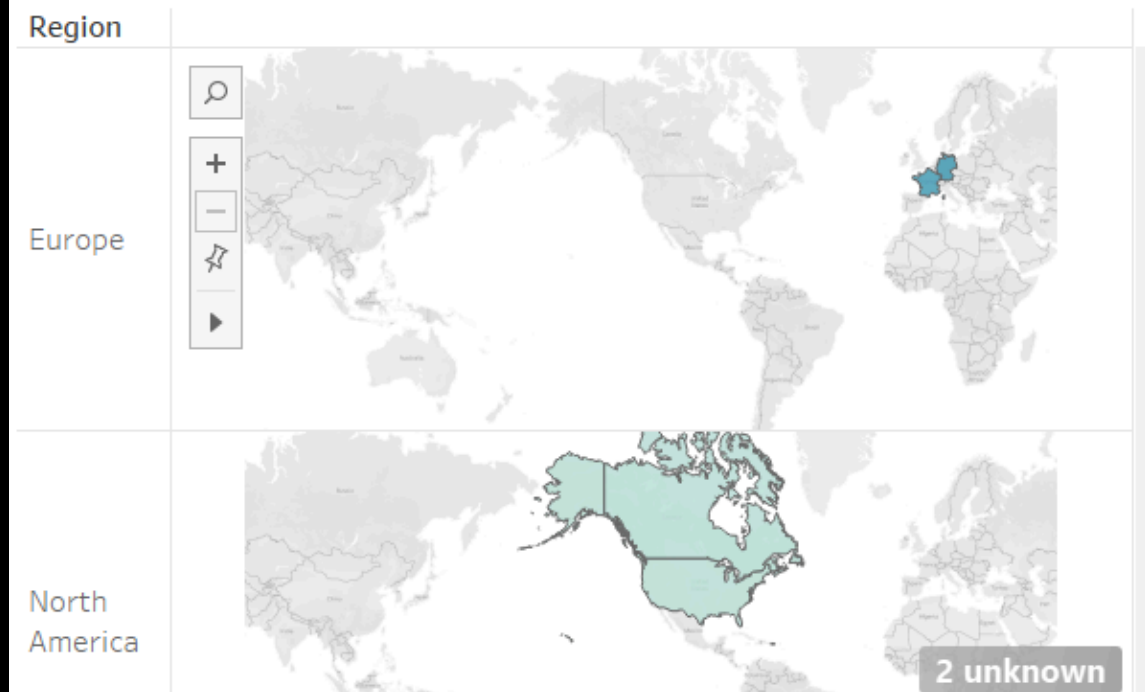
OUTCOME & FUTURE SCOPE

Provided actionable insights for better business decisions.

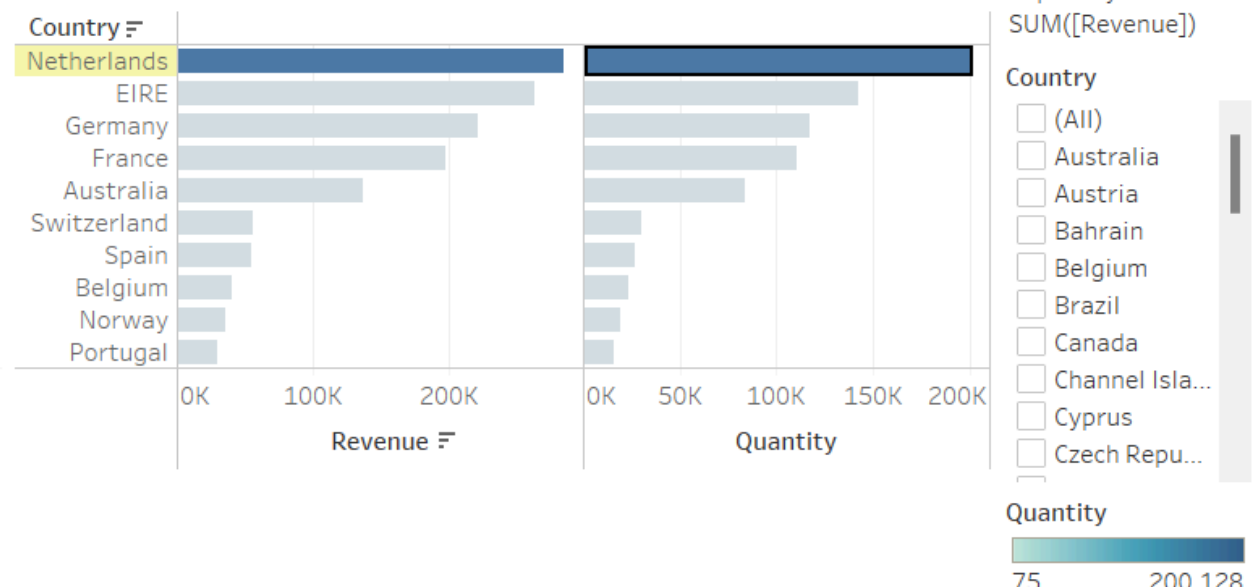
Customer By Revenue



Region By Quantity



Country By Revenue and Quantity



Revenue By Month

