onlineRetail

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Original Data

https://archive.ics.uci.edu/ml/datasets/Online+Retail+II

- Large Dataset (1067371 Rows)

- 8 Features

- Messy and Missing Data

Business Concerns

- What is our total revenue?

- How do our sales look over time?

- How do our sales look by country?

- What are our most profitable items?

Total Revenue

- Data Covers 12/01/2009 to 12/09/2011

- Only revenue can be ascertained as we have no COGS data
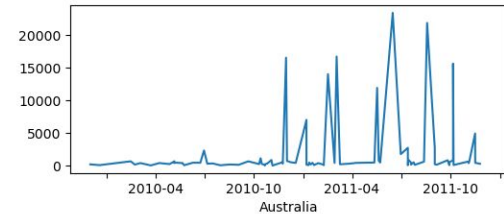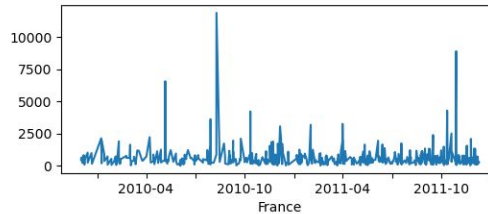
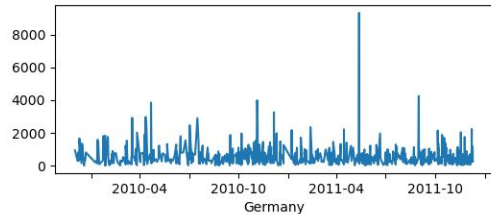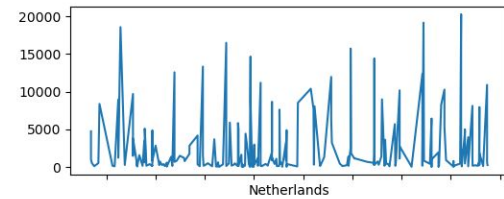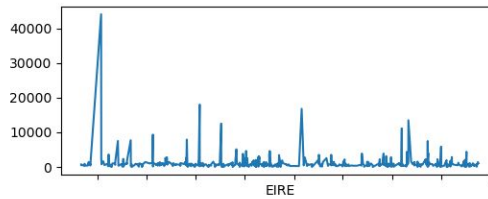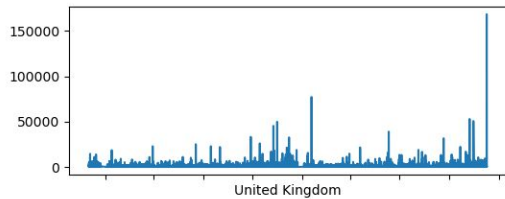- Total revenue is roughly 21,000,000 pound Sterling

Sales over Time

- Top sales at end of 2011

- Notable peaks at starts/ends of years

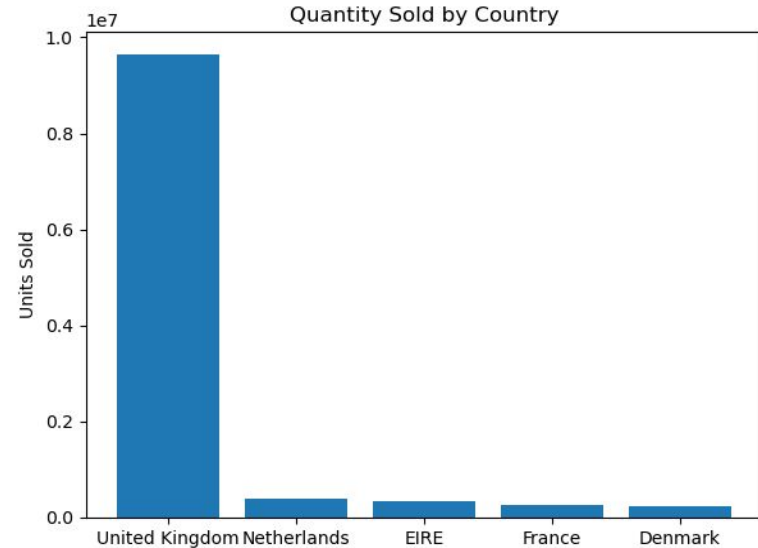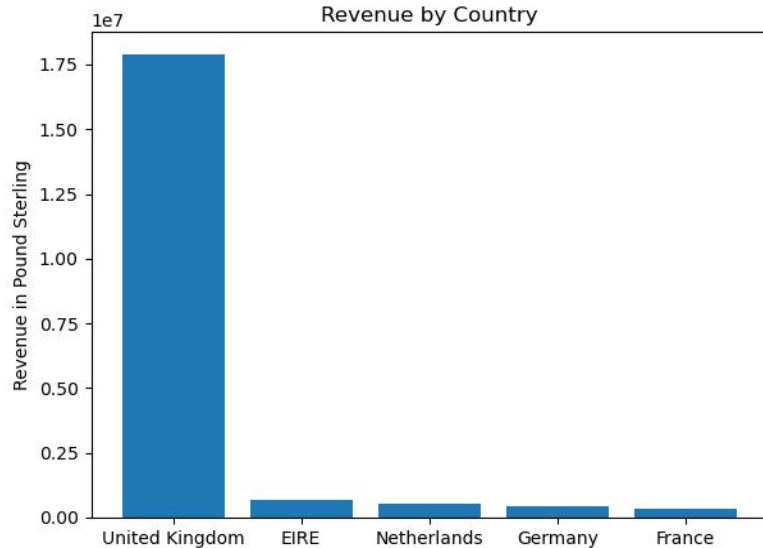- Overall upwards trend

Sales over Time
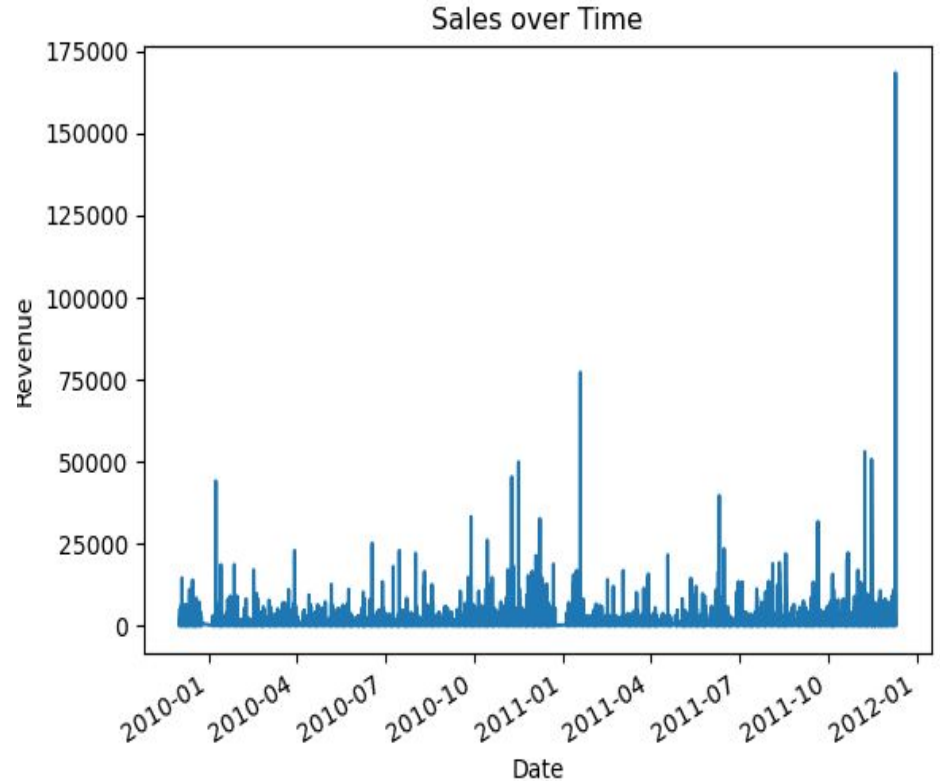
Sales by Country

- Selected top 6 countries by total revenue
- Small sample sizes in some e.g. Australia
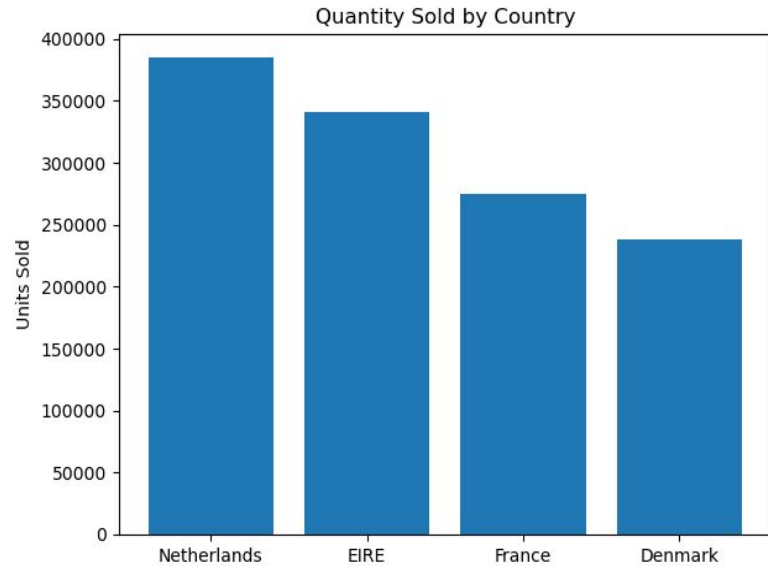- Differing peak times - can focus sales in a country by peak
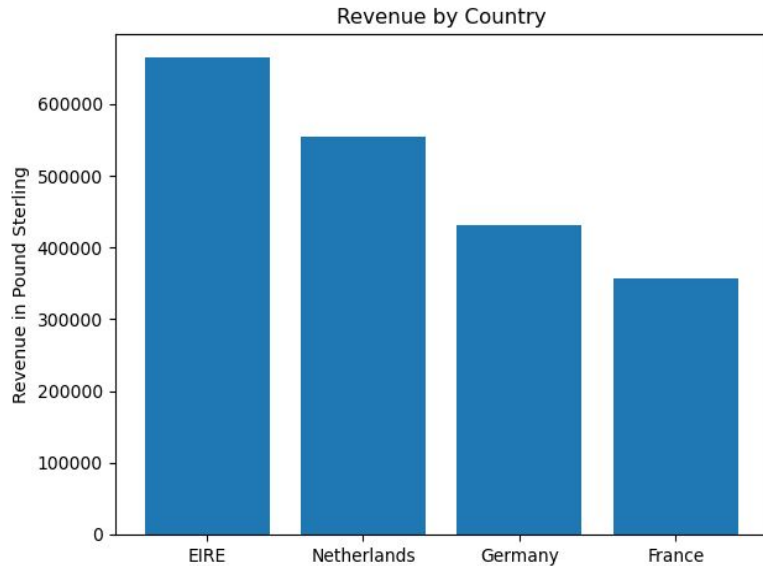
Revenue and Quantity

- UK Dominates Our Market
- Both by Total Revenue and By Quantity Sold

Revenue and Quantity - No UK

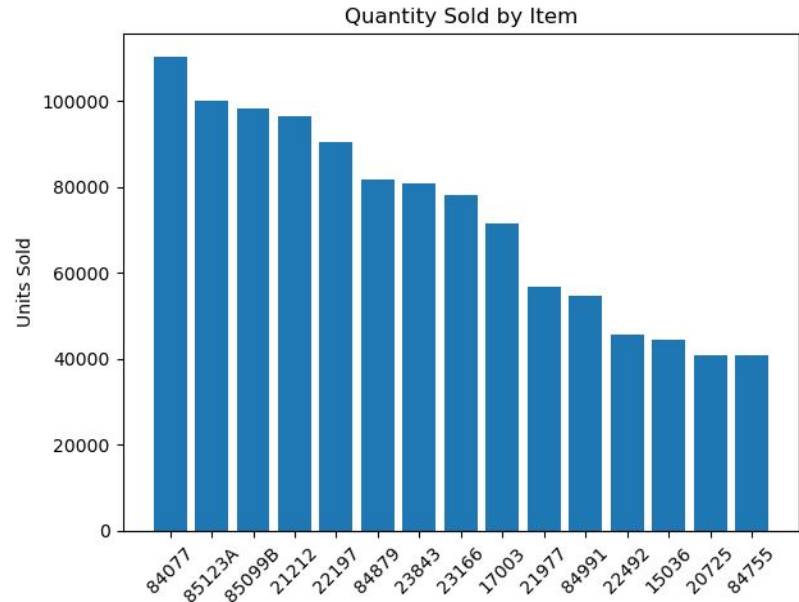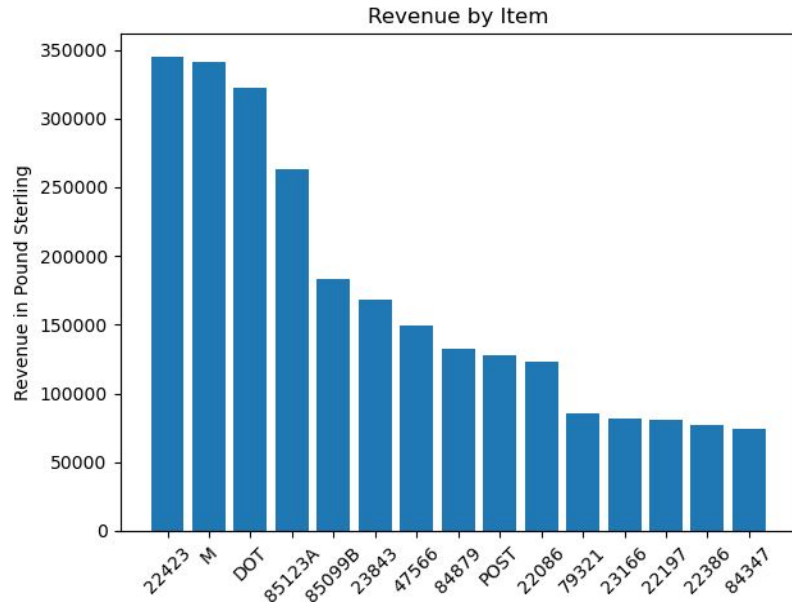● Without UK, Ireland and Netherlands are our top sellers

Where to Sell

- UK is our bread-and-butter

- Ireland buys higher priced items at slightly lower quantities

- Netherlands buys larger quantities of lower priced good

- Must examine our items for further analysis

Most Profitable Items

- Top Item By Revenue Isn't Top Item By Quantity

Top Items By Revenue

- Selected Items By Revenue

- Shows Possible Item Focus:

  - 85123A has largest revenue and quantity, our best item

  - 22197 is sold a lot but doesn't sell for a lot

- Actual Decisions Depend on COGS