

# TATA Online Retail Data

## Invoice Date

12/1/2010



12/9/2011



## Country

☐ Australia

☐ Austria

**\$9.75M**

Total Revenue

**24K**

Total Orders

**5M**

Total Quantity Sold

**4373**

Total Customers

**69.97%**

Repeat Customer Rate

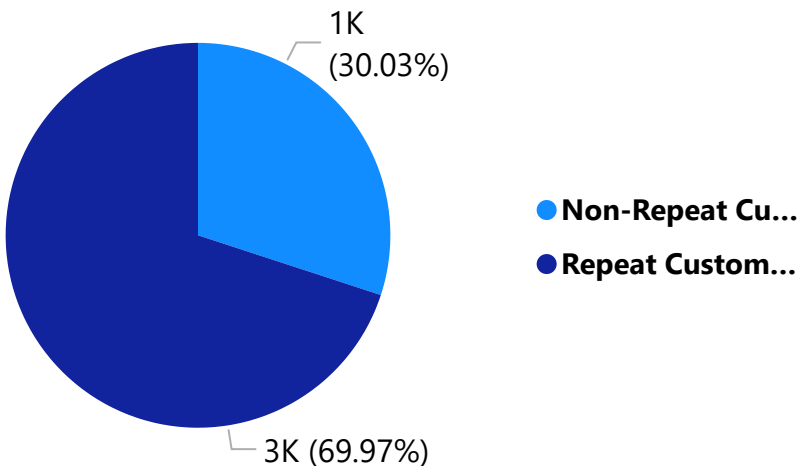
**3060**

Repeat Customers

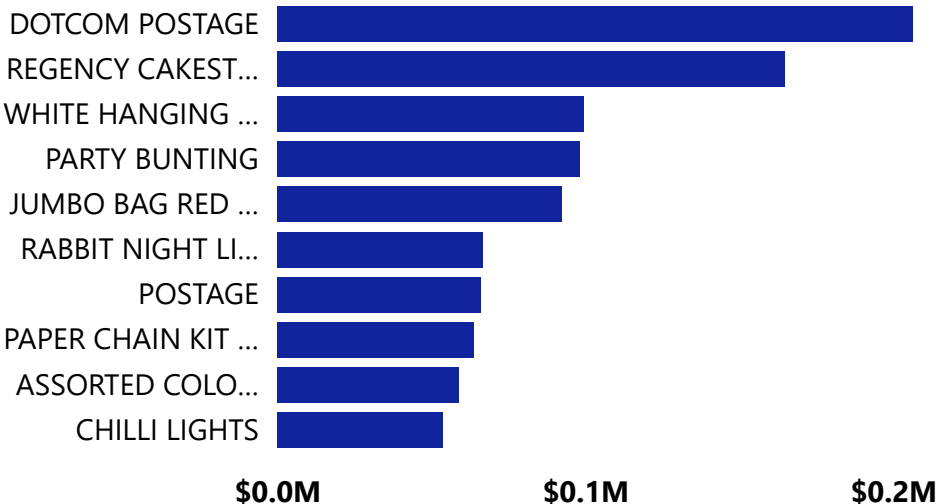
**\$2.23K**

Revenue per Customer

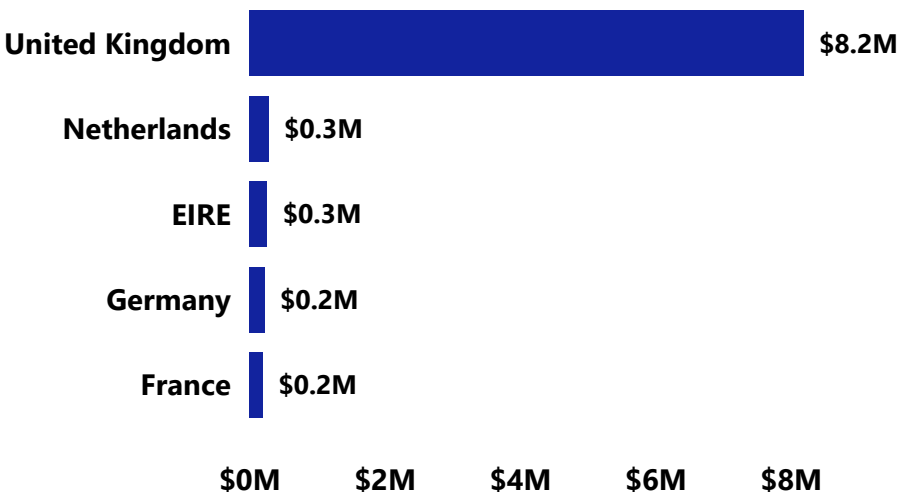
## Customer Retention Split



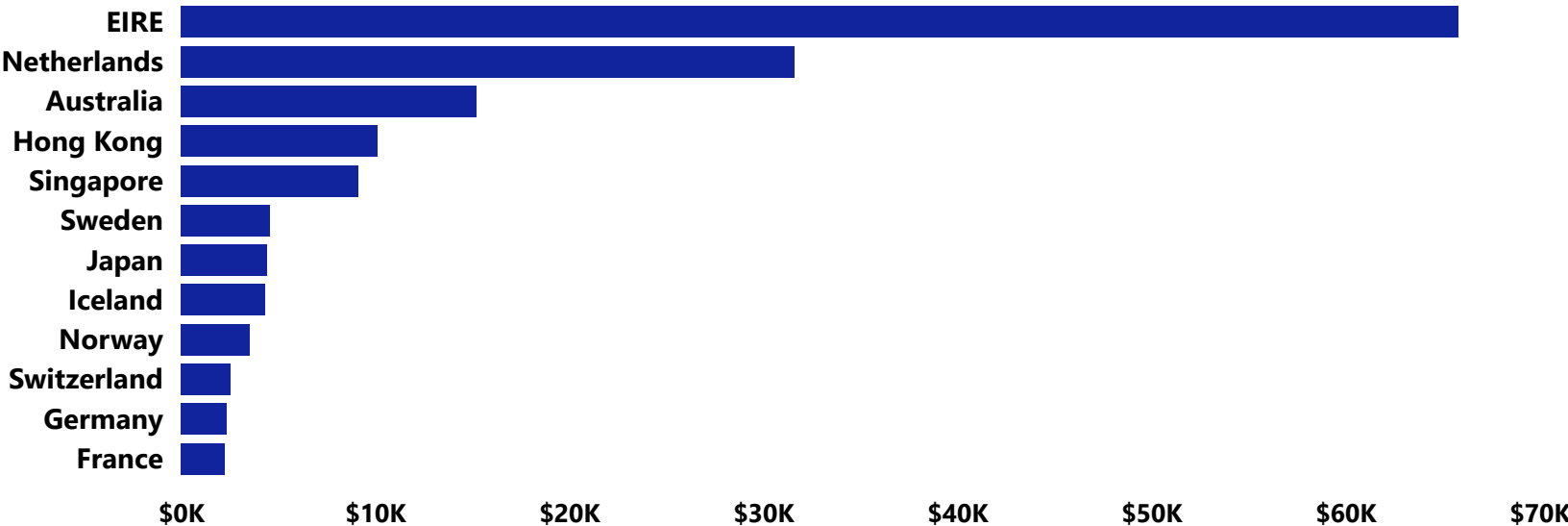
## Top Products by Revenue



## Top 5 Revenue by Country



## Customer Value by Country



## Product Sales Volume

