



Overview

Member
Segmentation

Member
Lifecycle

Product

Reporting Period

11/1/2011

11/30/2011

Customer Type

All

Country

All

Trend Period

9/1/2010

11/30/2011

Revenue

Total Sales

1.5M

MoM

1.1M

▲ 36%

YoY

1.4M

▲ 3%

Orders

Number of Orders

3.5K

MoM

2.6K

▲ 31%

YoY

3.7K

▼ -6%

AOV

Average Order
Value

420.6

MoM

405.5

▲ 4%

YoY

386.1

▲ 9%

AUR

Average Unit
Retail

2.0

MoM

1.9

▲ 5%

YoY

2.1

▼ -7%

UPT

Unit per
Transaction

212.9

MoM

216.1

▼ -1%

YoY

182.8

▲ 17%

Shopping
Member

1.7K

MoM

1.4K

▲ 20%

YoY

1.7K

▲ 2%

Member
Frequency

1.8

MoM

1.6

▲ 14%

YoY

1.9

▼ -3%

Member
Sales
Contrib

77%

MoM

91%

▼ -14%

YoY

80%

▼ -2%

Member
Orders
Contrib

89%

MoM

86%

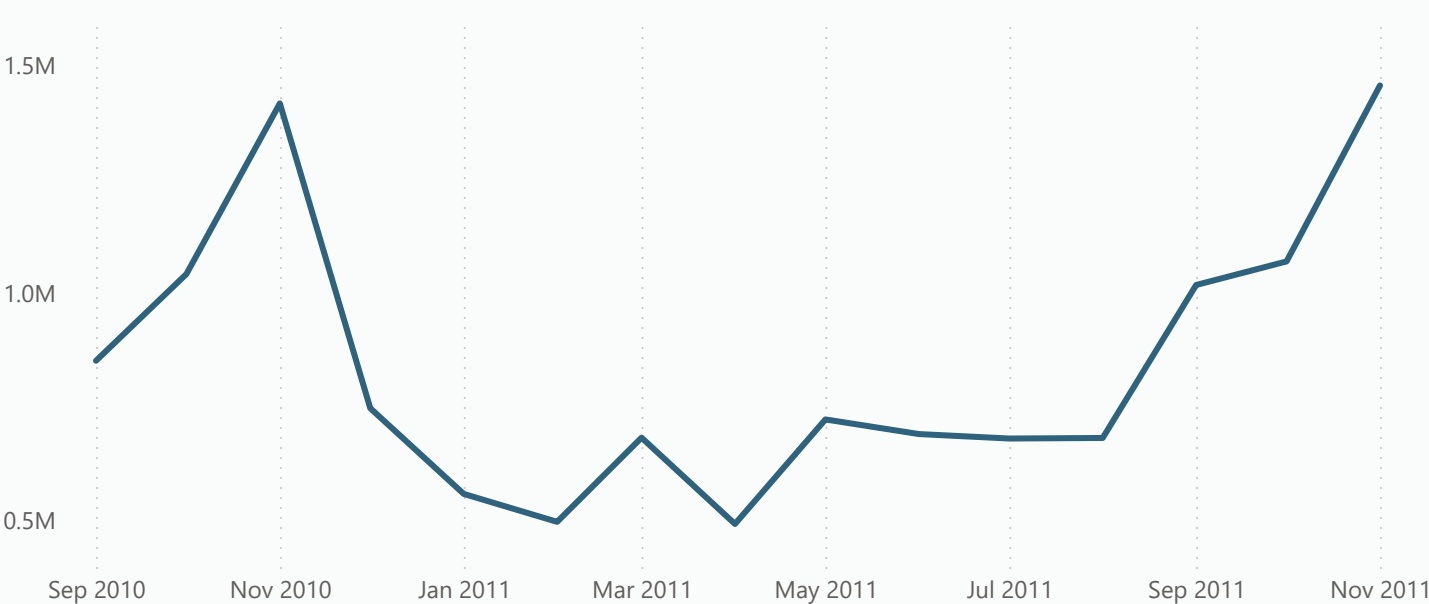
▲ 3%

YoY

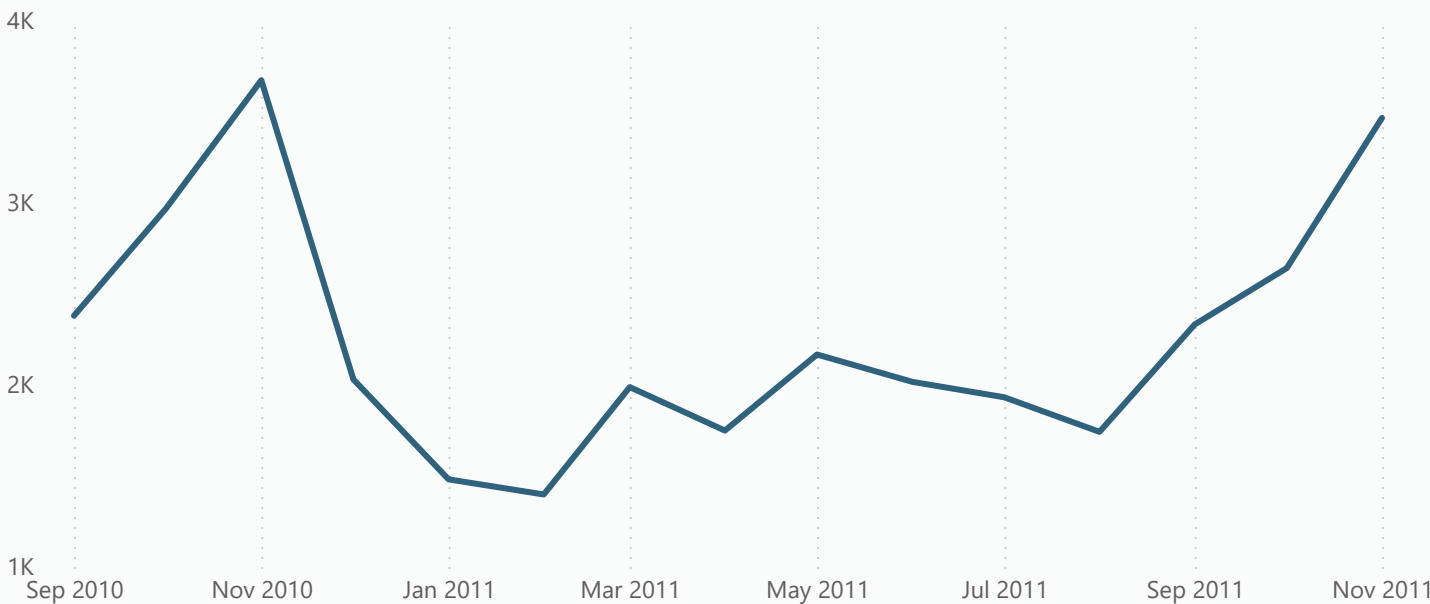
86%

▲ 3%

Sales Trend



Orders Trend



Overview

Member Segmentation

Member Lifecycle

Product

RFM Period

12/1/2010

11/30/2011

Segment

All

Country

All

Segment Performance

Segment	Shopping Member	% Member	Sales	Sales Contrib	Orders	Order Contrib	AOV
Potential Loyalist	844	19%	1,432,291	18%	7,830	37%	183
Promising	512	12%	269,086	3%	682	3%	395
Cannot Lose Them	438	10%	250,078	3%	491	2%	509
Champion	410	9%	4,113,381	52%	6,024	28%	683
At Risk	404	9%	647,457	8%	1,669	8%	388
Hibernating	383	9%	125,282	2%	732	3%	171
Lost Customer	378	9%	53,761	1%	619	3%	87
Loyal	280	6%	684,113	9%	1,492	7%	459
About to Sleep	266	6%	71,739	1%	714	3%	100
Need Attention	228	5%	259,497	3%	780	4%	333
New Customer	188	4%	30,296	0%	236	1%	128

Member Distribution




Segment Shift


Rows indicate current segment, columns indicate previous segment


Current Segment	Champion	Loyal	Potential Loyalist	New Customer	Promising	Need Attention	About to Sleep	Cannot Lose Them	At Risk	Hibernating	Lost Customer	---
Champion	56.1%	21.2%	7.3%		3.7%	5.4%	0.2%	0.2%	5.4%	0.2%		0.2%
Loyal	43.9%	22.5%	6.1%		7.5%	12.9%		0.7%	5.7%	0.7%		
Potential Loyalist	2.3%	2.7%	68.0%	1.9%	6.4%	3.1%	4.1%	0.4%	3.4%	4.6%	1.4%	1.7%
New Customer			1.6%	23.4%	7.4%		2.7%	2.7%	0.5%	3.2%	9.6%	48.9%
Promising	0.6%		1.6%	3.1%	40.8%	1.2%	2.3%	8.0%	4.1%	4.7%	4.3%	29.3%
Need Attention	1.8%	13.2%	12.7%		30.7%	31.6%			5.3%	3.1%		1.8%
About to Sleep		0.4%	24.4%	21.8%	14.7%	0.4%	35.7%		1.1%	1.5%		
Cannot Lose Them		0.5%	1.1%		18.3%	1.6%	8.4%	55.3%	9.8%	4.3%	0.7%	
At Risk	1.2%	24.5%	12.4%		0.2%	21.3%		0.2%	38.6%	1.5%		
Hibernating		0.3%	15.7%	13.8%	1.8%	2.9%	9.4%		6.8%	48.8%	0.5%	
Lost Customer							17.5%	0.3%	3.7%	32.5%	46.0%	


Member Performance

Customer ID	Current Segment	Previous Segment	Last Purchase	Sales	Sales YoY	Orders	Orders YoY	AOV	AOV YoY	AUR	AUR YoY	UPT	UPT YoY
14646	Champion	Champion	2011-11-23	267,761	▲ 10%	74	▼ -15%	3,618	▲ 29%	1.4	▼ -2%	2,551	▲ 32%
18102	Champion	Champion	2011-11-28	244,953	▼ -22%	59	▼ -35%	4,152	▲ 20%	4.0	▲ 48%	1,041	▼ -19%
17450	Champion	Champion	2011-11-29	185,760	▲ 322%	54	▲ 800%	3,440	▼ -53%	2.7	▼ -27%	1,265	▼ -36%
14911	Champion	Champion	2011-11-30	125,482	▼ -6%	238	▼ -9%	527	▲ 4%	1.7	▼ -17%	308	▲ 25%
12415	Champion	Champion	2011-11-15	123,725	▲ 533%	26	▲ 271%	4,759	▲ 70%	1.6	▲ 15%	2,971	▲ 48%
14156	Champion	Champion	2011-11-30	113,215	▼ -38%	66	▼ -51%	1,715	▲ 28%	2.0	▲ 15%	862	▲ 11%
17511	Champion	Champion	2011-11-23	80,746	▲ 0%	44	▲ 13%	1,835	▼ -11%	1.4	▼ -6%	1,268	▼ -6%
16684	Champion	Champion	2011-11-28	60,490	▼ -20%	30	▼ -12%	2,016	▼ -9%	1.4	▼ -7%	1,489	▼ -2%
13694	Champion	Champion	2011-11-14	59,559	▼ -53%	57	▼ -45%	1,045	▼ -15%	1.0	▼ -4%	1,043	▼ -12%
15311	Champion	Champion	2011-11-29	58,218	▲ 11%	113	▼ -26%	515	▲ 49%	1.6	▼ -7%	329	▲ 60%
16029	Champion	Champion	2011-11-01	53,169	▲ 46%	76	▲ 55%	700	▼ -6%	1.6	▼ -38%	443	▲ 52%

 Overview

 Member Segmentation

 Member Lifecycle

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Reporting Period

11/1/2011



11/30/2011



Cohort Period

9/1/2010



11/30/2011



Country

All



Member Performance Last n-Months

	Period	Shopping Member	AOV	Frequency
Latest Month	Nov 2011	0.8K	330.6	1.6
Last 3 Months	Sep 2011 to Nov 2011	1.4K	351.8	2.1
Last 6 Months	Jun 2011 to Nov 2011	1.7K	330.6	2.7
Last 12 Months	Dec 2010 to Nov 2011	2.1K	317.9	3.2

Member Cohort by First Order Date

First Order	0	1	2	3	4	5	6	7	8	9	10	11	12
September 2010	100%	30%	26%	14%	9%	10%	14%	10%	12%	14%	13%	10%	21%
October 2010	100%	30%	16%	13%	9%	9%	13%	14%	11%	9%	11%	13%	19%
November 2010	100%	21%	10%	11%	9%	9%	14%	11%	9%	9%	11%	15%	26%
December 2010	100%	12%	5%	9%	12%	8%	5%	9%	6%	3%	9%	19%	4%
January 2011	100%	21%	21%	20%	21%	15%	15%	13%	11%	24%	25%	11%	
February 2011	100%	20%	17%	19%	22%	15%	17%	15%	16%	20%	8%		
March 2011	100%	24%	24%	22%	22%	17%	22%	22%	25%	10%			
April 2011	100%	27%	21%	20%	20%	25%	20%	26%	12%				
May 2011	100%	27%	25%	18%	22%	21%	26%	11%					
June 2011	100%	27%	22%	28%	22%	29%	10%						
July 2011	100%	24%	30%	29%	35%	16%							
August 2011	100%	33%	31%	27%	19%								
September 2011	100%	34%	39%	16%									
October 2011	100%	33%	18%										
November 2011	100%	17%											
Total	100%	26%	19%	14%	12%	10%	10%	9%	8%	6%	6%	6%	8%

Member Lifecycle

per Nov 2011

	Last Purchase	Count Member	% Member
Active	0 - 5 months ago	1.6K	26.5%
Lapse	6 - 11 months ago	0.9K	15.0%
Churn	12 - 23 months ago	1.6K	27.2%
Lost	no purchase in last 24 months	1.9K	31.2%



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Customer Type

All



Country

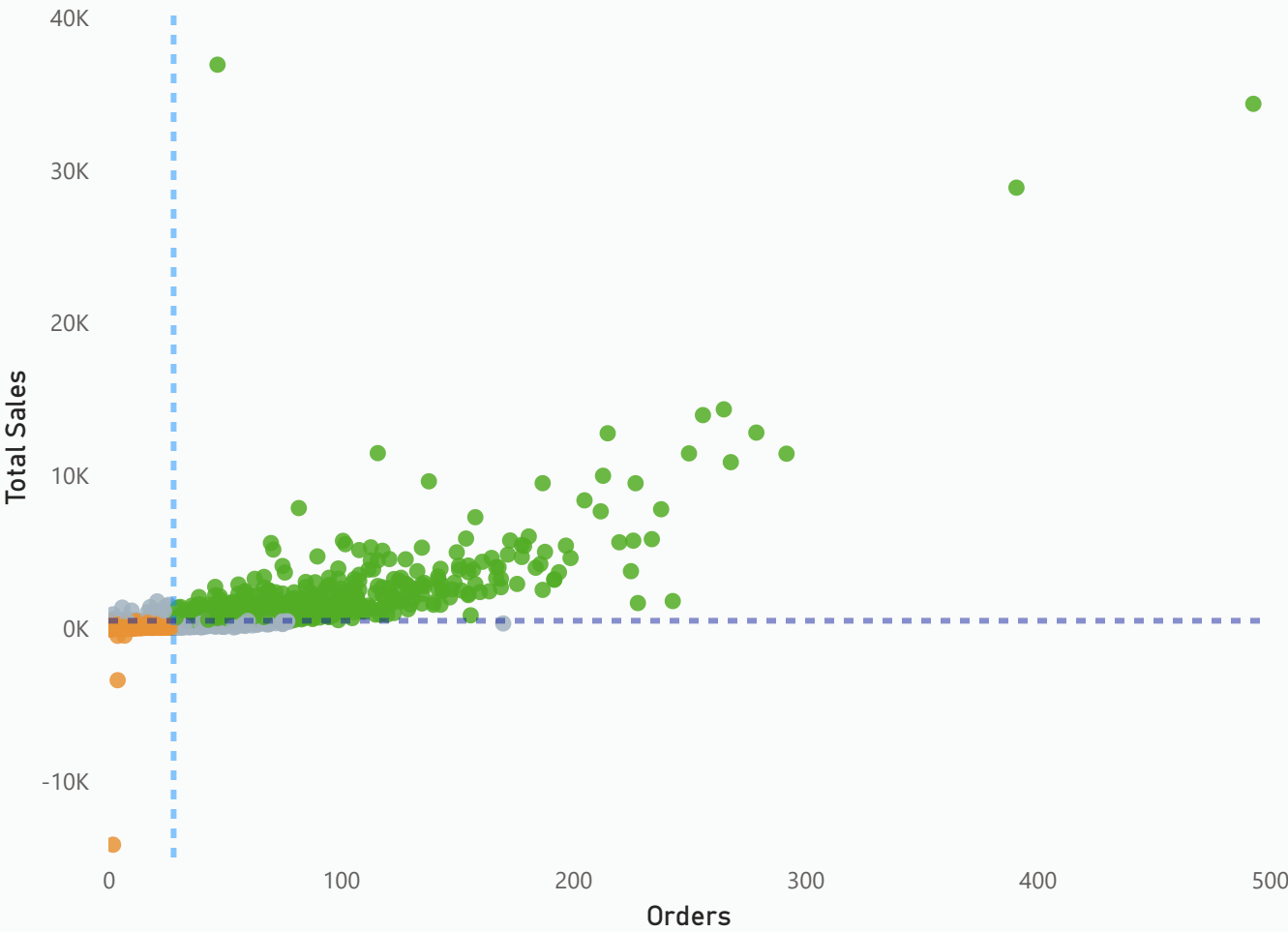
All



Product Performance

SKU	Description	Sales	Sales MoM	Sales YoY	Orders	Orders MoM	Orders YoY	Qty Sold	Qty Sold MoM	Qty Sold YoY	AUR	AUR MoM	AUR YoY	UPT	UPT MoM	UPT YoY
DOT	DOTCOM POSTAGE	36,905	▲	106%	47	9%	-20%	47	▲	9%	785.2	▲	88%	1.0	0%	0%
23084	RABBIT NIGHT LIGHT	34,344	▲	180%	493	540%	-100%	14,842	▲	134%	2.3	▲	20%	30.1	▼	-63%
22086	PAPER CHAIN KIT 50'S CHRISTMAS	28,854	▲	207%	391	66%	18%	7,858	▲	147%	3.7	▲	24%	20.1	▲	48%
85123A	CREAM HANGING HEART T-LIGHT HOLDER	14,339	▲	197%	265	62%	-34%	4,680	▲	176%	3.1	▲	8%	17.7	▲	71%
22197	POPCORN HOLDER	13,962	▲	192%	256	74%	17%	12,151	▲	107%	1.1	▲	41%	47.5	▲	19%
22910	PAPER CHAIN KIT VINTAGE CHRISTMAS	12,817	▲	177%	279	74%	-2%	3,781	▲	130%	3.4	▲	20%	13.6	▲	32%
22423	REGENCY CAKESTAND 3 TIER	12,773	▲	1%	215	22%	-29%	966	▼	-6%	13.2	▲	7%	4.5	▼	-23%
79321	CHILLI LIGHTS	11,475	▲	145%	116	97%	-2%	2,090	▲	152%	5.5	▼	-3%	18.0	▲	28%
85099B	JUMBO BAG RED RETROSPOT	11,456	▲	22%	250	27%	-3%	5,806	▲	21%	2.0	▲	1%	23.2	▼	-5%
23355	HOT WATER BOTTLE KEEP CALM	11,437	▲	89%	292	56%	-100%	2,272	▲	73%	5.0	▲	9%	7.8	▲	11%
23344	JUMBO BAG 50'S CHRISTMAS	10,882	▲	136%	268	71%	-100%	3,956	▲	74%	2.8	▲	35%	14.8	▲	2%
22114	HOT WATER BOTTLE TEA AND SYMPATHY	9,991	▲	98%	213	54%	1%	1,741	▲	92%	5.7	▲	3%	8.2	▲	25%
84347	ROTATING SILVER ANGELS T-LIGHT HLDR	9,628	▲	119%	138	79%	25%	3,064	▲	53%	3.1	▲	43%	22.2	▼	-15%
POST	POSTAGE	9,505	▲	26%	187	29%	56%	1,231	▲	273%	7.7	▼	-66%	6.6	▲	189%
23203	JUMBO BAG VINTAGE DOILY	9,503	▲	135%	227	59%	-100%	3,887	▲	88%	2.4	▲	25%	17.1	▲	19%
84879	ASSORTED COLOUR BIRD ORNAMENT	8,382	▲	81%	205	39%	-14%	5,219	▲	92%	1.6	▼	-5%	25.5	▲	39%

Product Distribution



Top Product by Quantity Sold

