

# Advanced Retail Customer Analysis

\$17.7M

Total Sales

10.7M

Quantity Ordered

\$3.2

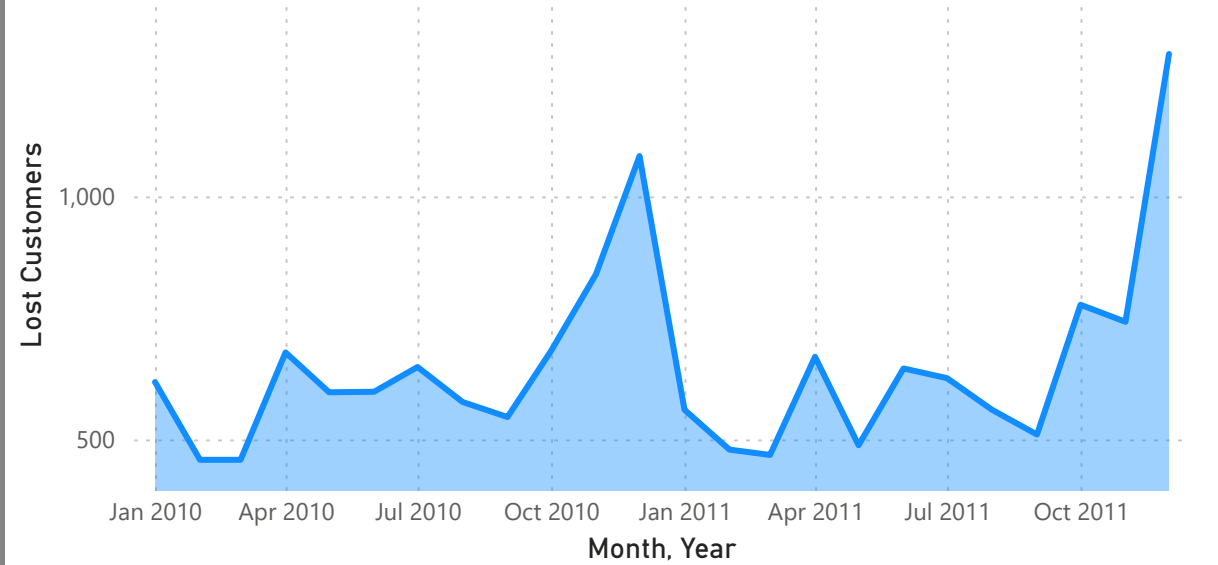
Average Price

Start of Month	Active Customers	New Customers	Total Sales
December 2009	955	955	\$686,654
January 2010	720	383	\$557,319
February 2010	772	374	\$506,371
March 2010	1,057	443	\$699,609
April 2010	942	294	\$594,609
May 2010	966	254	\$599,986
June 2010	1,041	270	\$639,067
July 2010	928	186	\$591,637
August 2010	911	162	\$604,243
September 2010	1,145	243	\$831,615
October 2010	1,497	377	\$1,036,680
November 2010	1,607	325	\$1,172,336
December 2010	885	76	\$884,592
January 2011	741	71	\$569,445
February 2011	758	124	\$447,137
March 2011	974	179	\$595,501
April 2011	856	106	\$469,200
May 2011	1,056	111	\$678,595
June 2011	991	108	\$661,214
Total	5,878	5,878	\$17,743,429

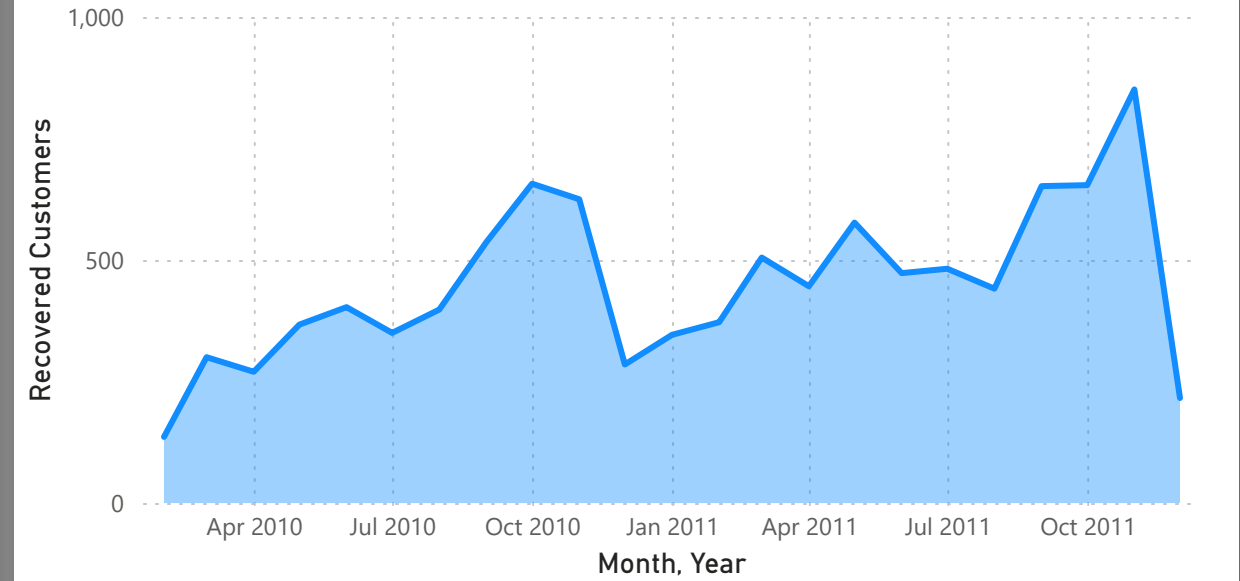
New Customers by Month, Year



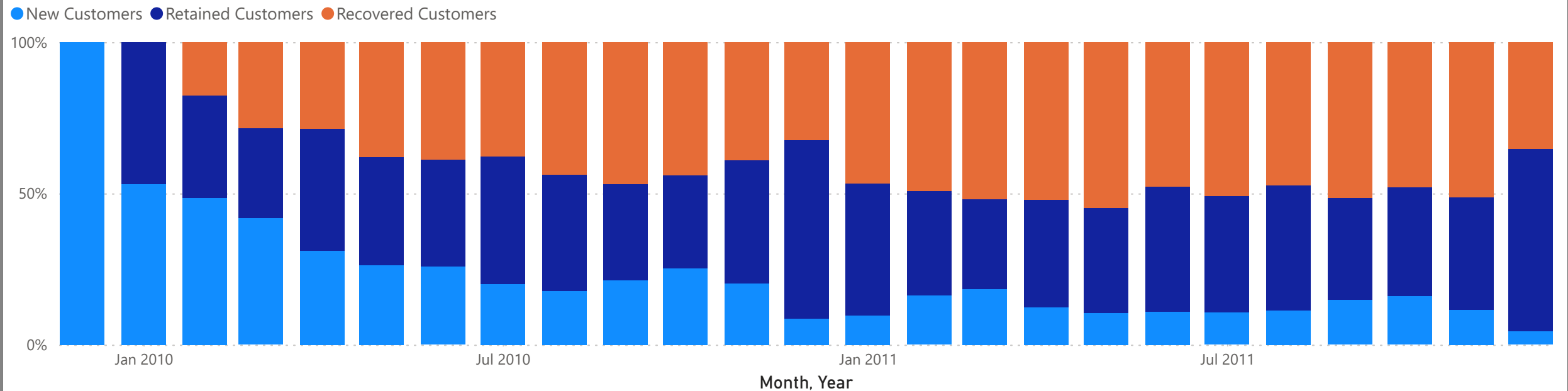
### Lost Customers by Month, Year



### Recovered Customers by Month, Year



### New Customers, Retained Customers and Recovered Customers by Month, Year





Retention Rate

Churned Rate

## Retention Rate by Months

