

Online Retail Performance Dashboard

[Select all](#)
[At Risk](#)
[Big Spenders](#)
[Champions](#)
[Frequent Buyers](#)
[Hibernating](#)
[Loyal Customers](#)
[Others](#)

16.7M

Total Revenue


10.2M

Total Product Sales


44.9K

Total Orders


5.9K

Total Customers


371.1

Avg Order Value

General

Customer & Product Details

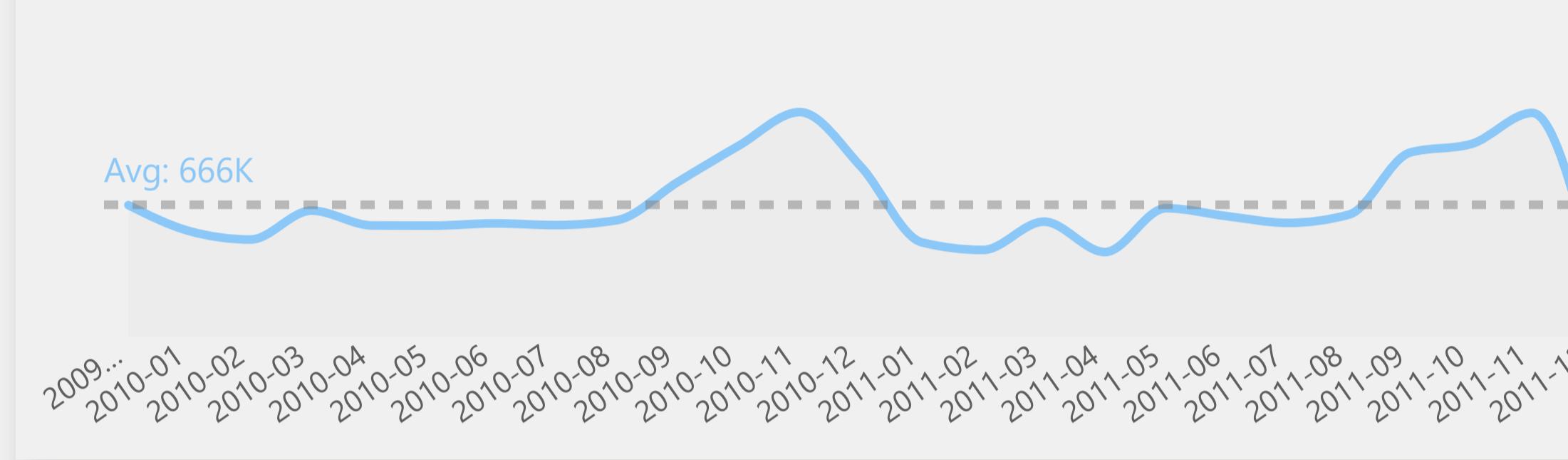
Growth

Year-End Prediction

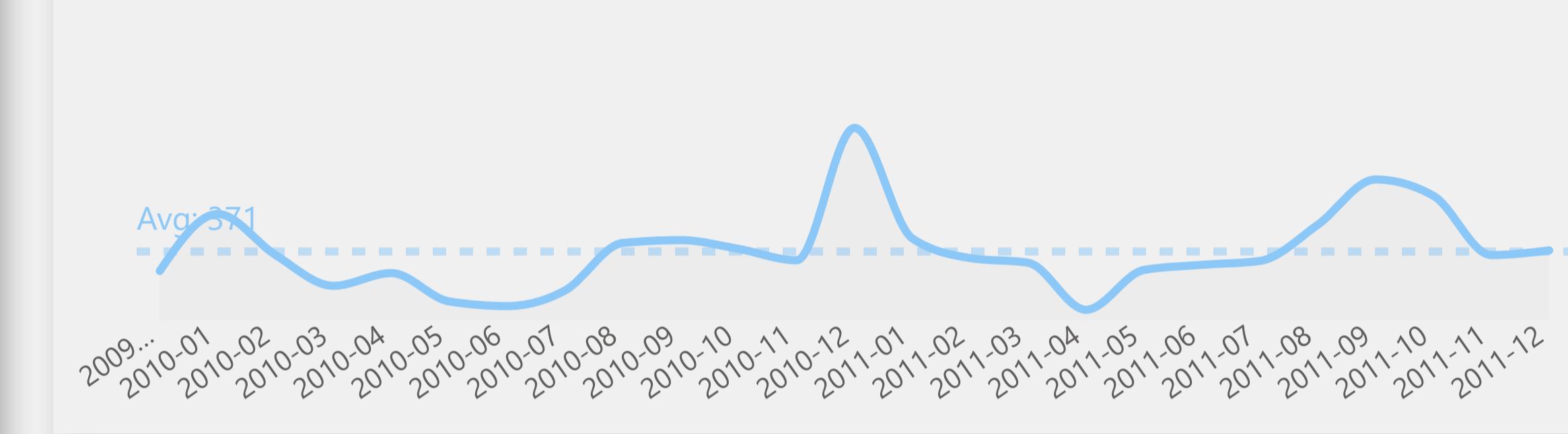
Segment Transition

Purchase Stages

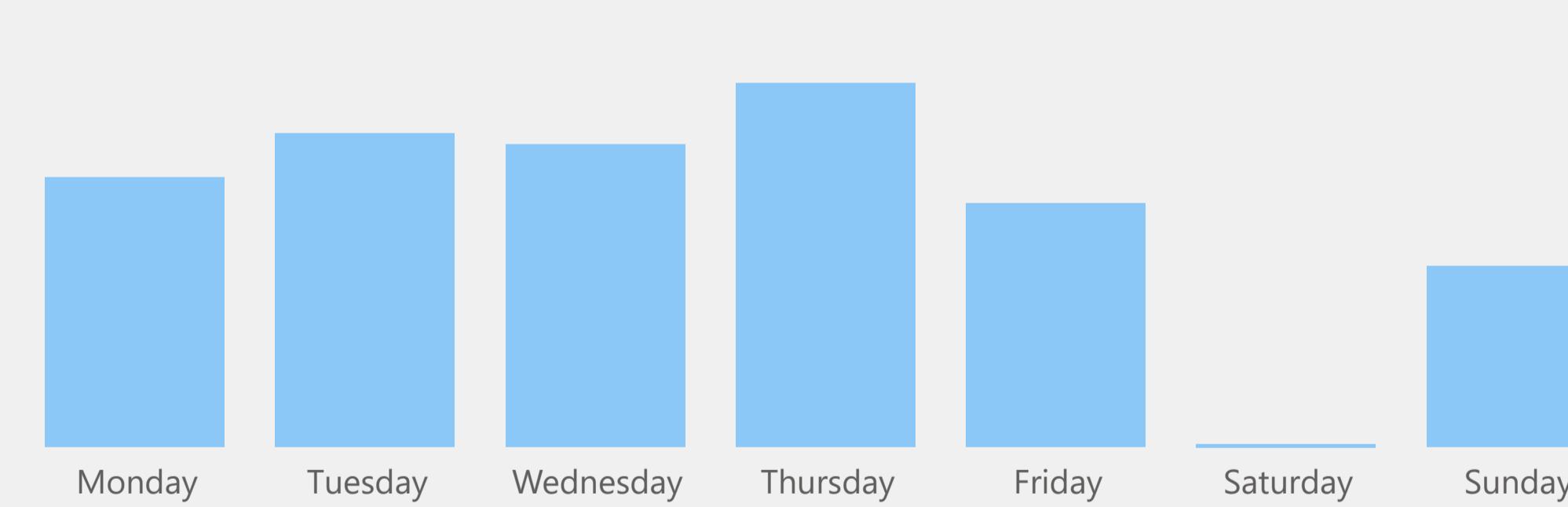
Total Revenue by Month



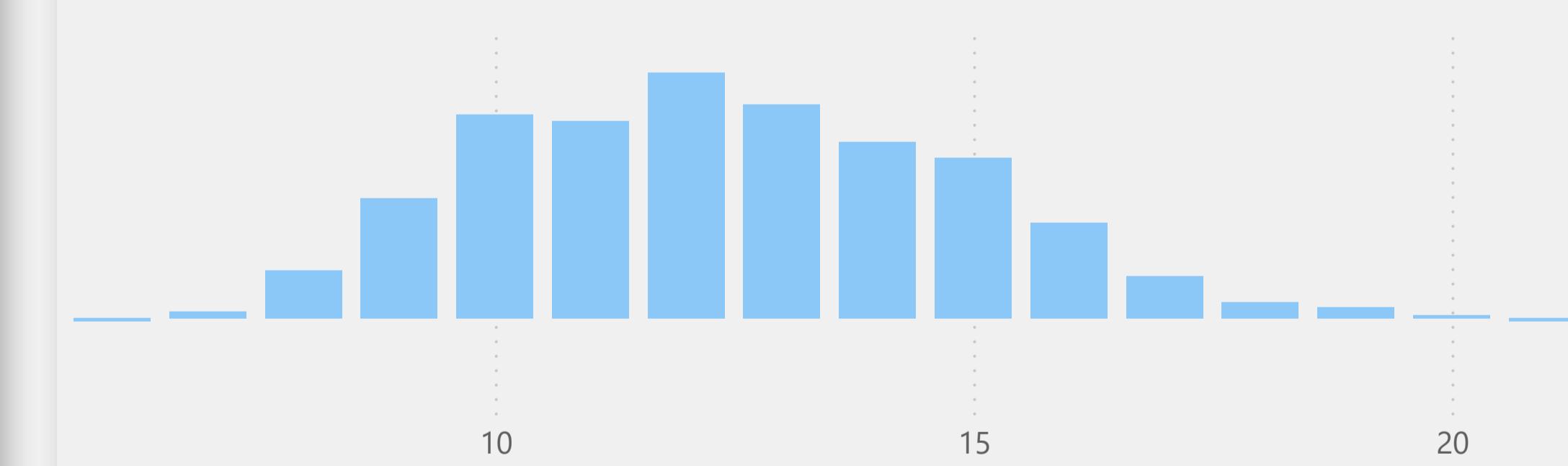
Avg Order Value by Month



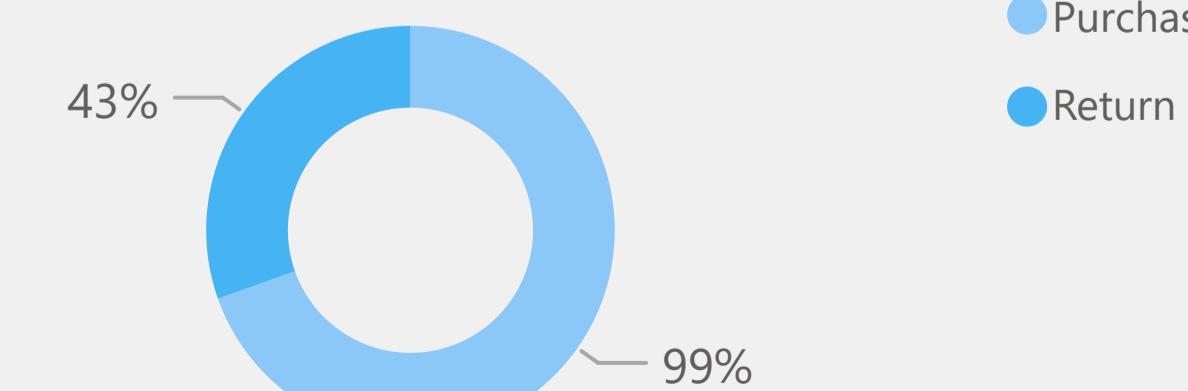
Sum of Revenue by Weekday



Sum of Revenue by Hour

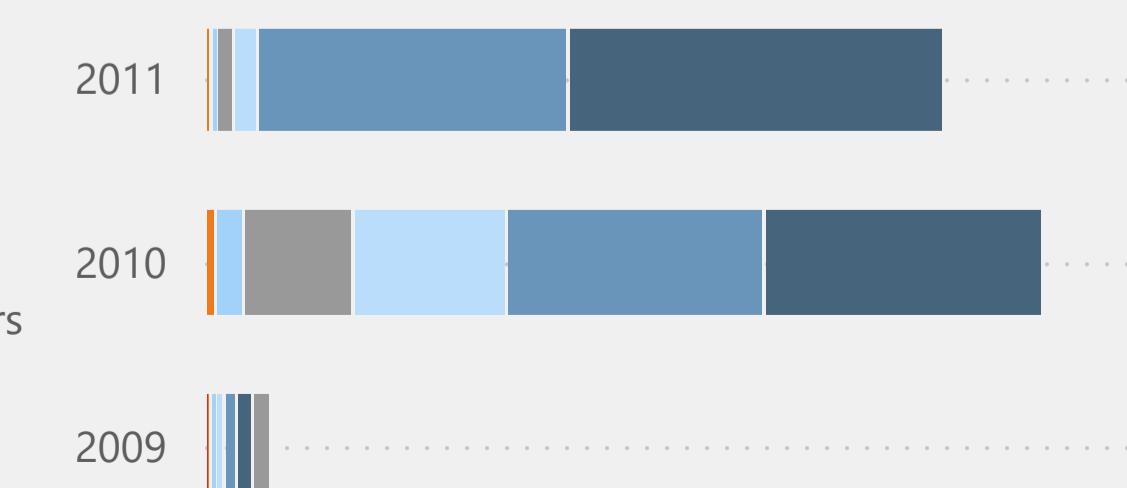


Purchase vs Return Customer Ratio

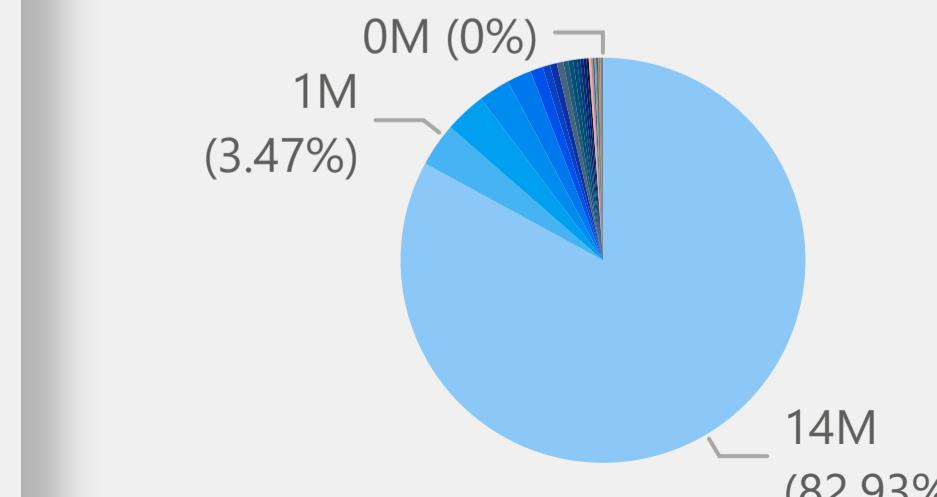


of Product Sales

- At Risk
- Big Spenders
- Champions
- Frequent Buyers
- Hibernating



Revenue by Country

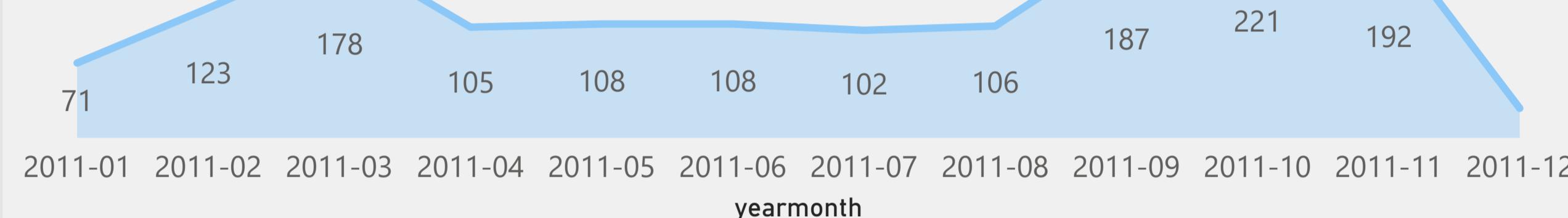


- country**
- United Kingdom
 - EIRE
 - Netherlands

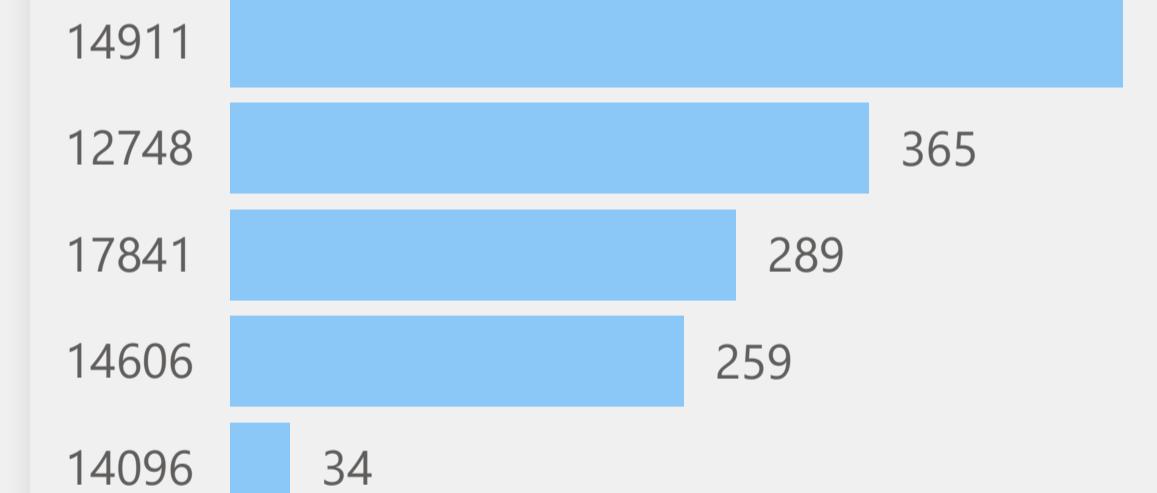
Online Retail Performance Dashboard

[Select all](#)
[At Risk](#)
[Big Spenders](#)
[Champions](#)
[Frequent Buyers](#)
[Hibernating](#)
[Loyal Customers](#)
[Others](#)
[General](#)
[Customer & Product Details](#)
[Growth](#)
[Year-End Prediction](#)
[Segment Transition](#)
[Purchase Stages](#)

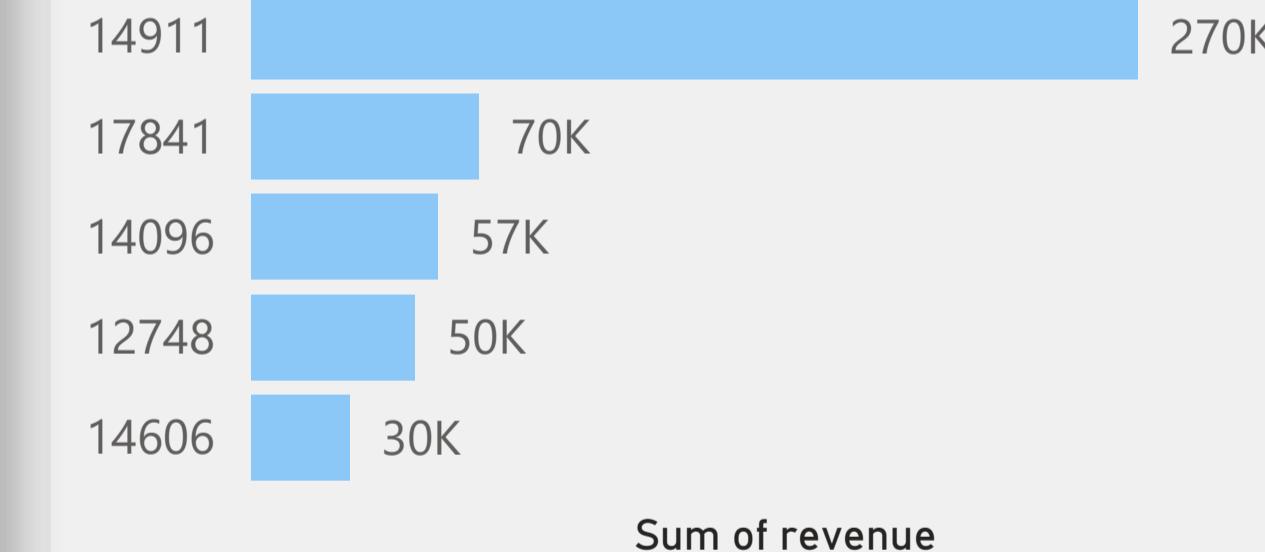
New Customers (First-Time Purchaser) by yearmonth



of Order by Customer



Sum of Revenue by Customer


[New Customers](#)
[Order Volume](#)
[Revenue](#)
[Product Sales](#)
[Customer Segments](#)
[country](#)

[segment](#)
[Germany](#)

Count of customer_id

5942

▼

▼

▼

▼

▼

▼

▼

▼

▼

▼

▼

▼

▼

▼

▼

▼

▼

▼

▼

▼

▼

▼

▼

▼

▼

▼

▼

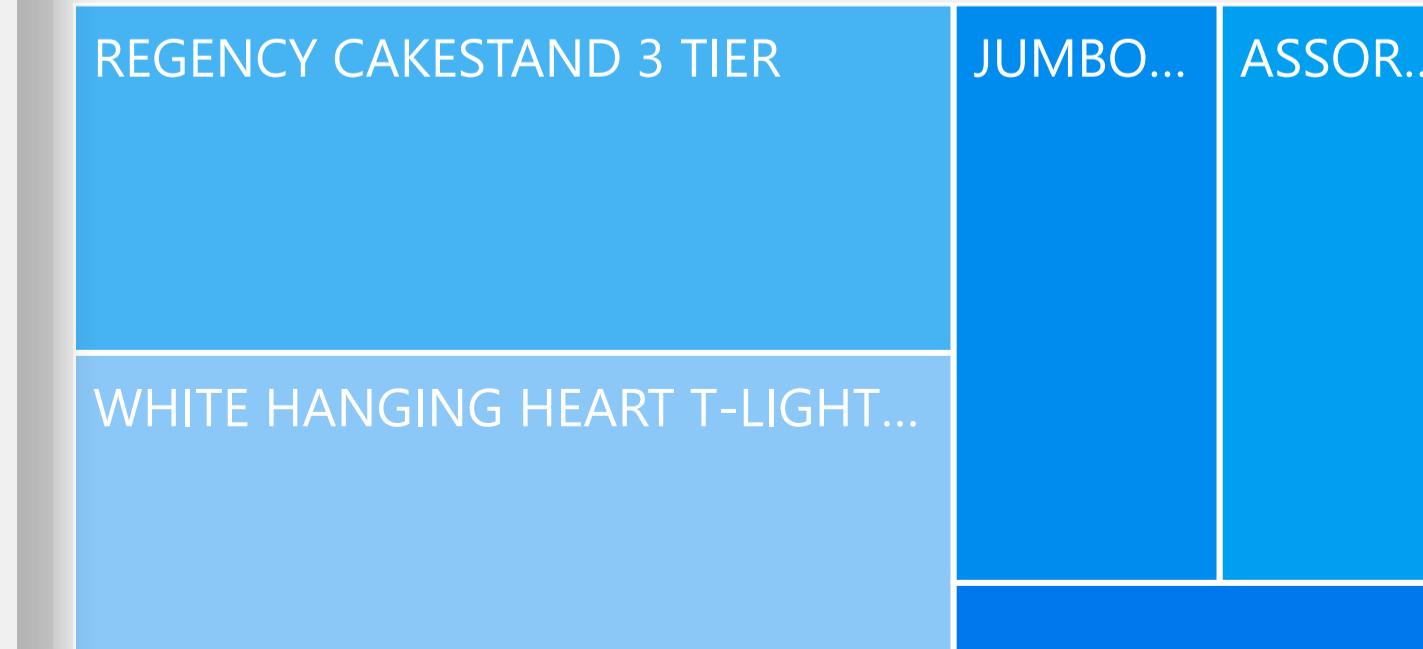
▼

▼

of Orders by Product



Sum of Revenue by Product



Average of Price by Product



Online Retail Performance Dashboard

[Select all](#)[At Risk](#)[Big Spenders](#)[Champions](#)[Frequent Buyers](#)[Hibernating](#)[Loyal Customers](#)[Others](#)

General

Customer & Product Details

Growth

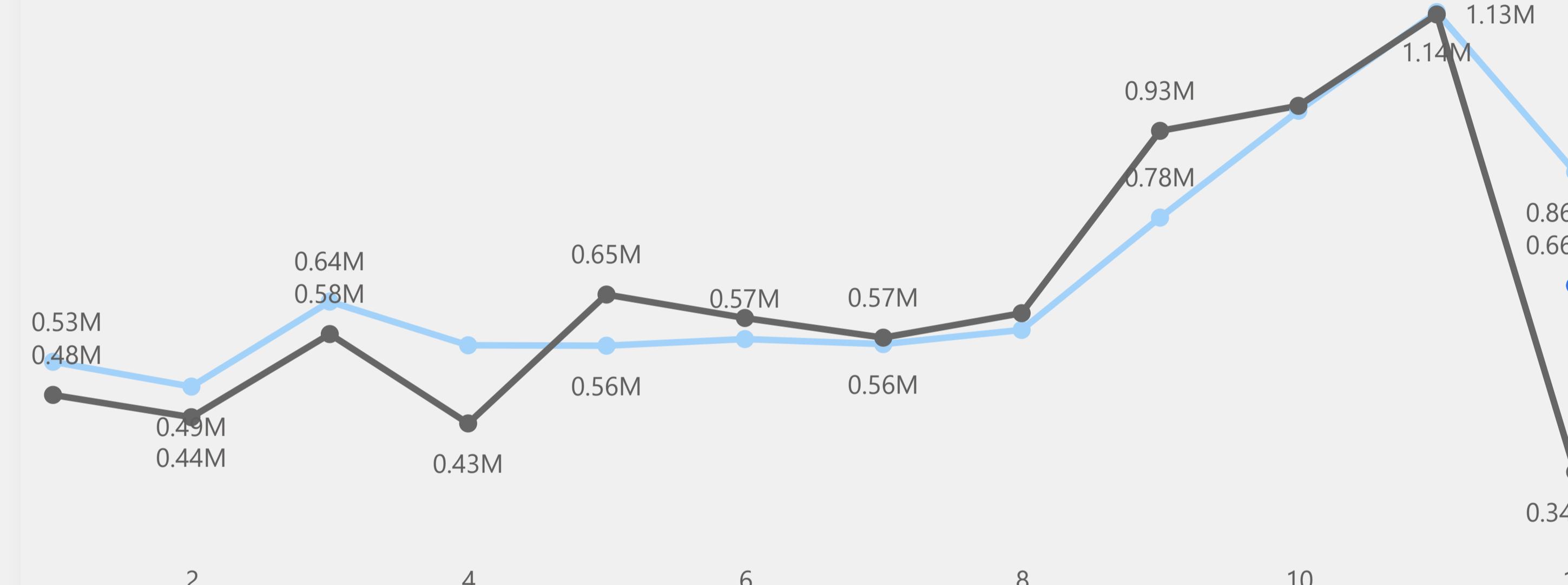
Year-End Prediction

Segment Transition

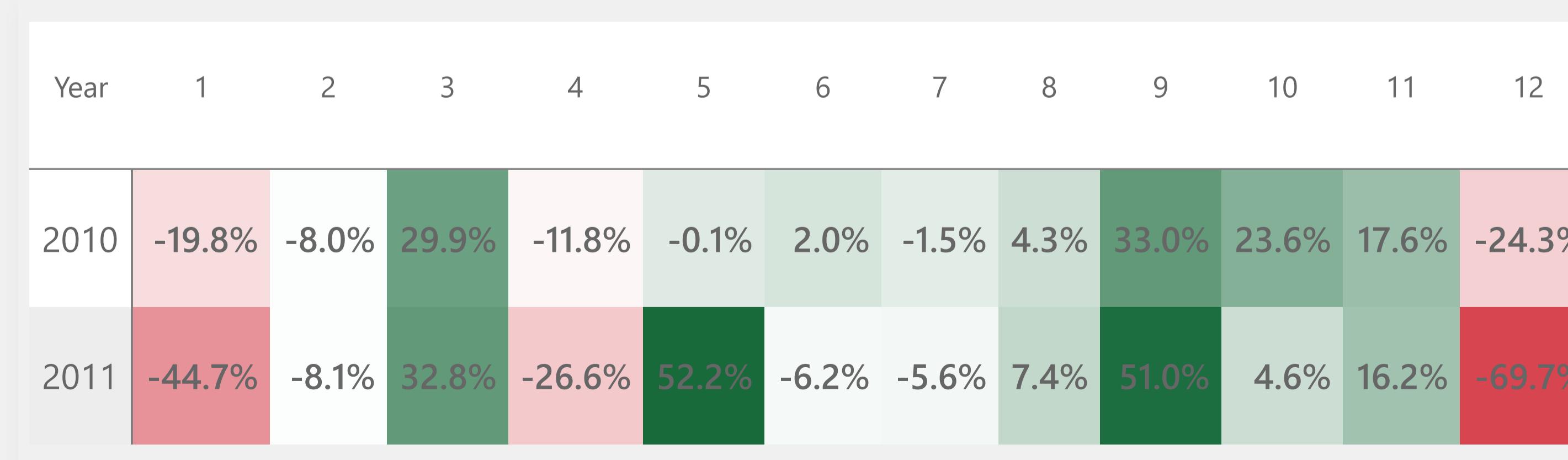
Purchase Stages

Monthly Revenue Trends by Year

● 2009 ● 2010 ● 2011



The All segments saw the highest increase in 2011-05 (52.2%), and the sharpest decline in 2011-12 (-69.7%).



Online Retail Performance Dashboard

General

Customer & Product Details

Growth

Year-End Prediction

Segment Transition

Purchase Stages

Monthly Customer Count – Actual vs Forecast

actual forecast



4,855

Forecasted Customers (Jul–Dec 2012)

Forecast generated using a SARIMA model based on historical customer trends. Projections cover July–December 2012.

Online Retail Performance Dashboard

yearmonth

A

✓

Genera

Customer & Product Details

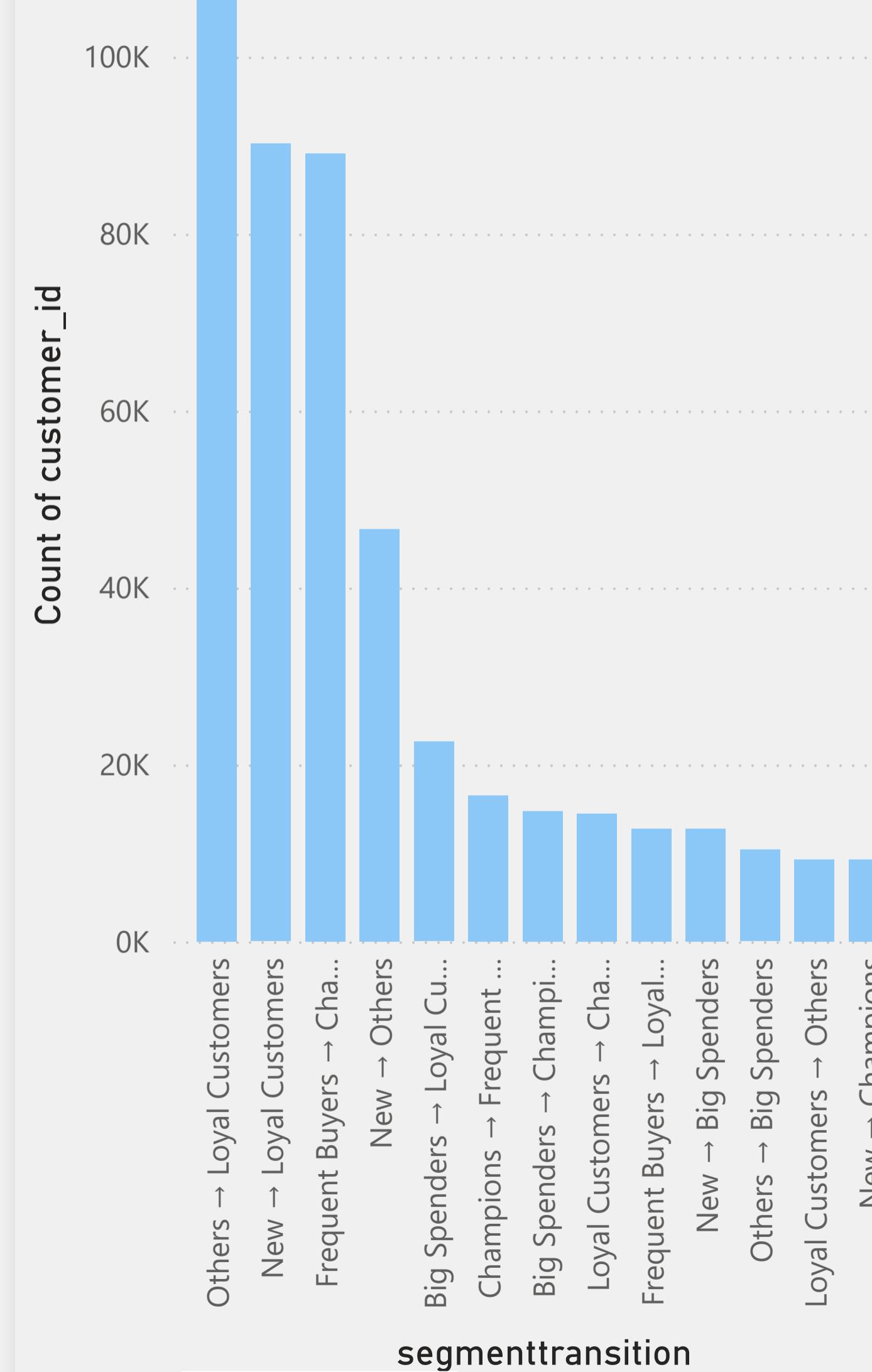
Growth

Year-End Prediction

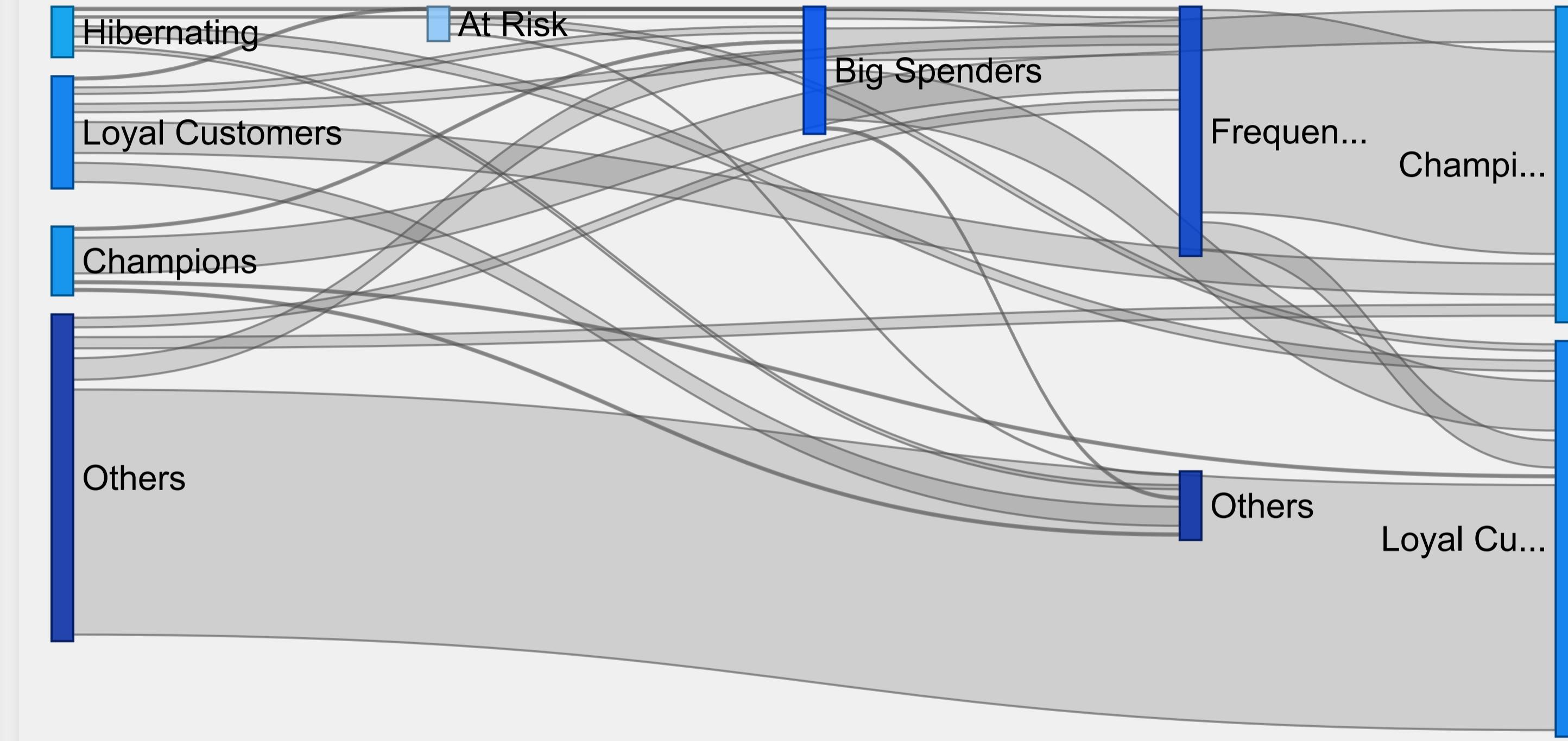
Segment Transition

Purchase Stages

of Customer by Segment Transitions



Transitions from Previous to Current Segments

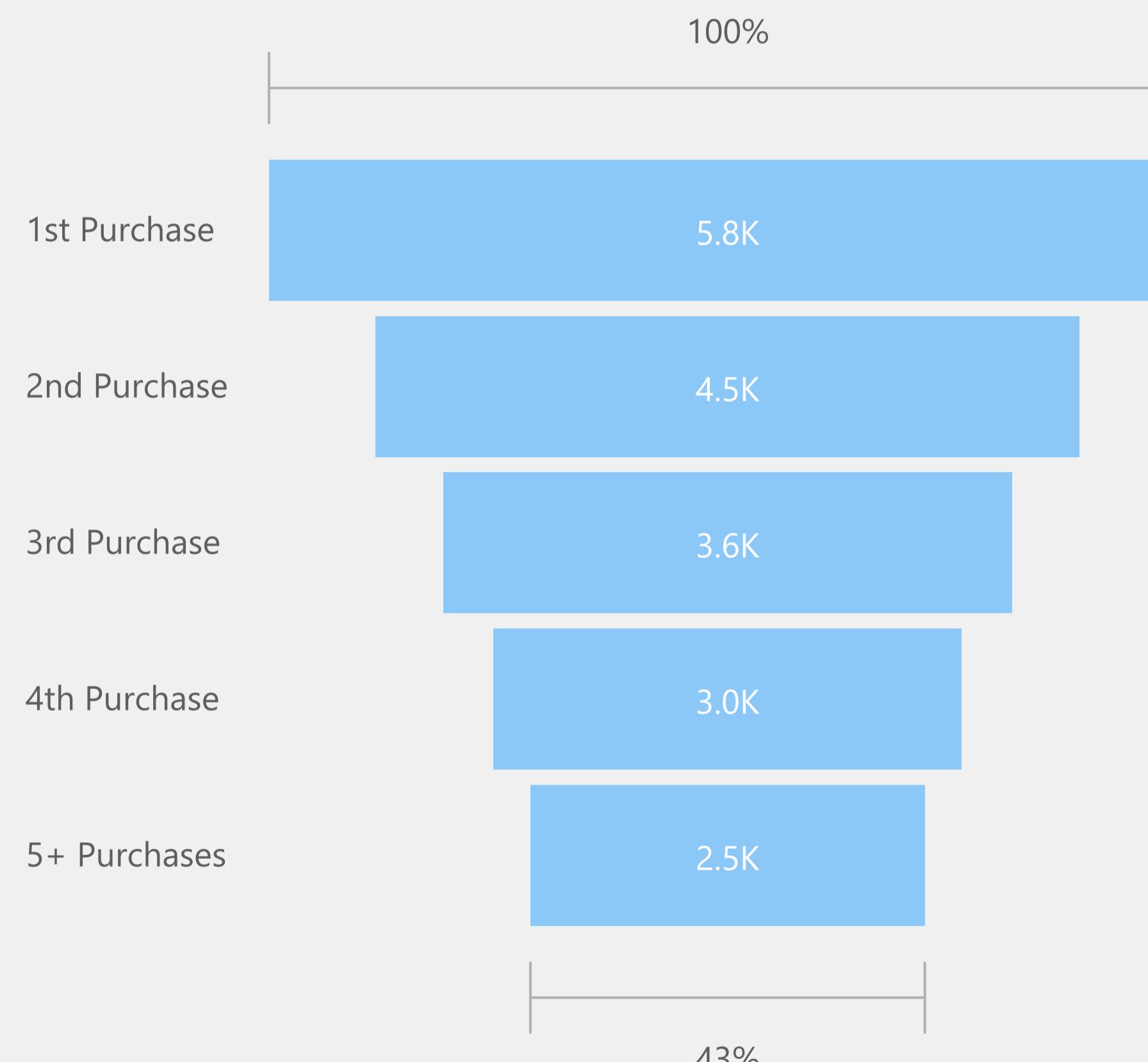


prevsegment	At Risk	Big Spenders	Champions	Frequent Buyers	Hibernating	Loyal Customers	Others
	1.36%	7.65%	5.57%	2.94%	0.18%	54.25%	28.05%
At Risk		0.32%				75.56%	24.12%
Big Spenders		22.64%	27.14%		8.68%		41.53%
Champions		0.04%	92.21%		7.71%		0.02%
Frequent Buyers			69.60%	20.43%			9.97%
Hibernating		4.55%		0.08%		63.40%	31.97%
Loyal Customers	0.08%	4.17%	15.83%	5.09%		64.66%	10.17%
Others	0.50%	0.00%	0.00%	0.00%		60.00%	10.15%

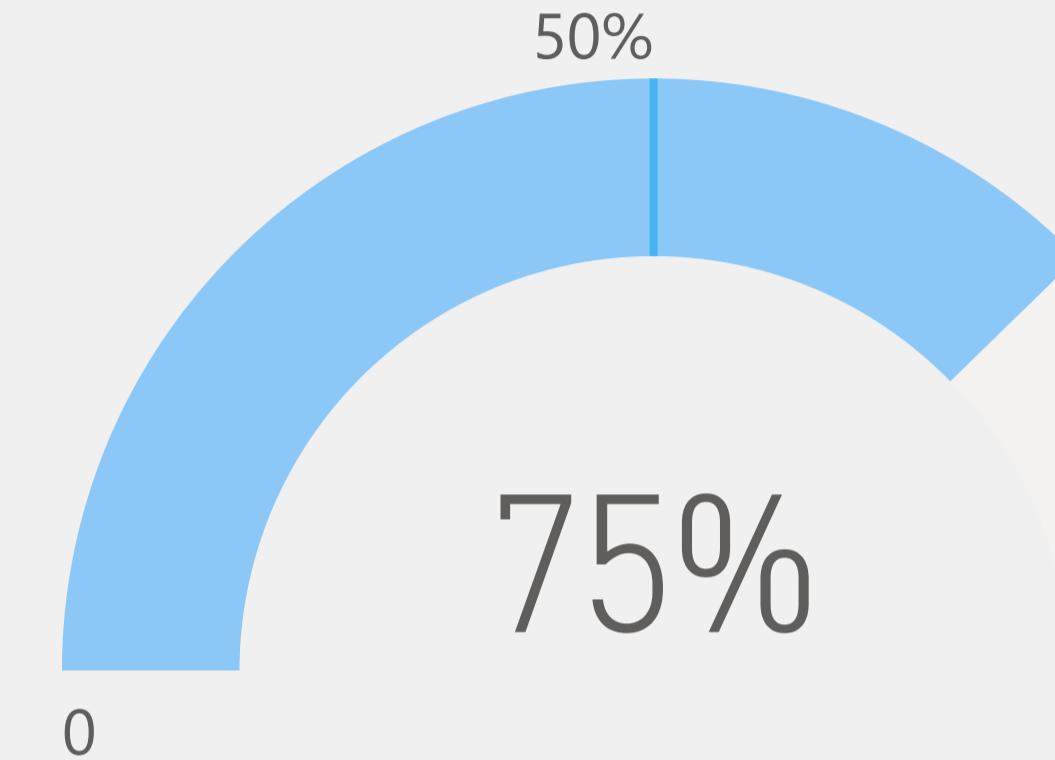
Online Retail Performance Dashboard

[Select all](#)[At Risk](#)[Big Spenders](#)[Champions](#)[Frequent Buyers](#)[Hibernating](#)[Loyal Customers](#)[Others](#)[General](#)[Customer & Product Details](#)[Growth](#)[Year-End Prediction](#)[Segment Transition](#)[Purchase Stages](#)

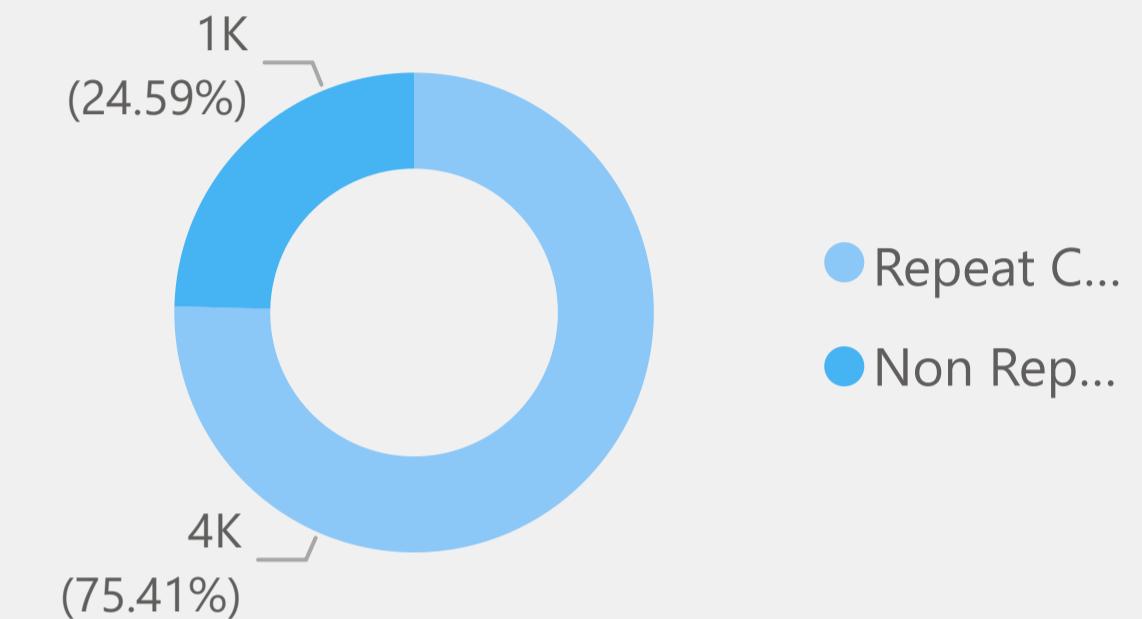
Customers' Purchase Stages



Repeat Rate (%)



Repeat Customers and Non Repeat Customers



Repeat Rate (%) by Year

