



DASHBOARD

Year

2011

2010

Month

Apr

Aug

Dec

Online Retail Mo

NET SALES

£10,666,685

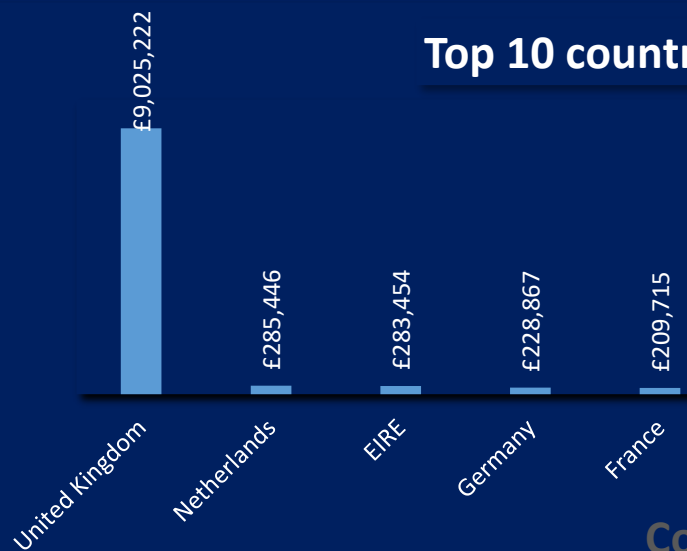
-57.68%



Monthly



Top 10 countries

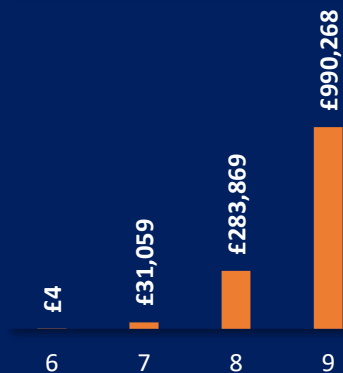
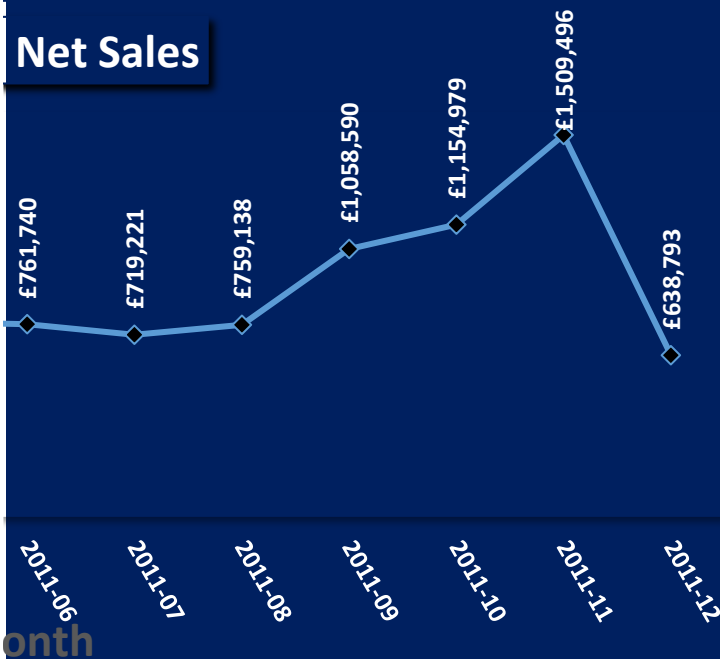




Monthly Dashboard

ORDERS
19,960

Net Sales



Net Sales By Country



INSIGHTS

insight 1: Net sales i

insight 2: month-ov
and AOV at £534 .

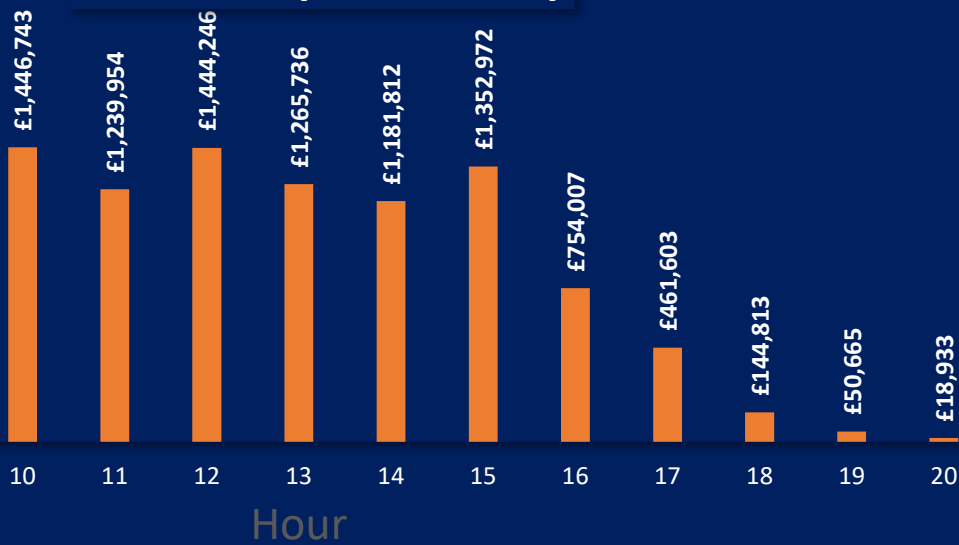
recommedation: pri
POSTAGE ; review e
(return/cancellation



Customers (Registered)

4,338

Net Sales by Hour of Day



GHTS & RECOMMENDATIONS

is £10,666,685, led by United Kingdom as the top country.

er-month net sales changed by -57.7% ▼, with orders at 19,960

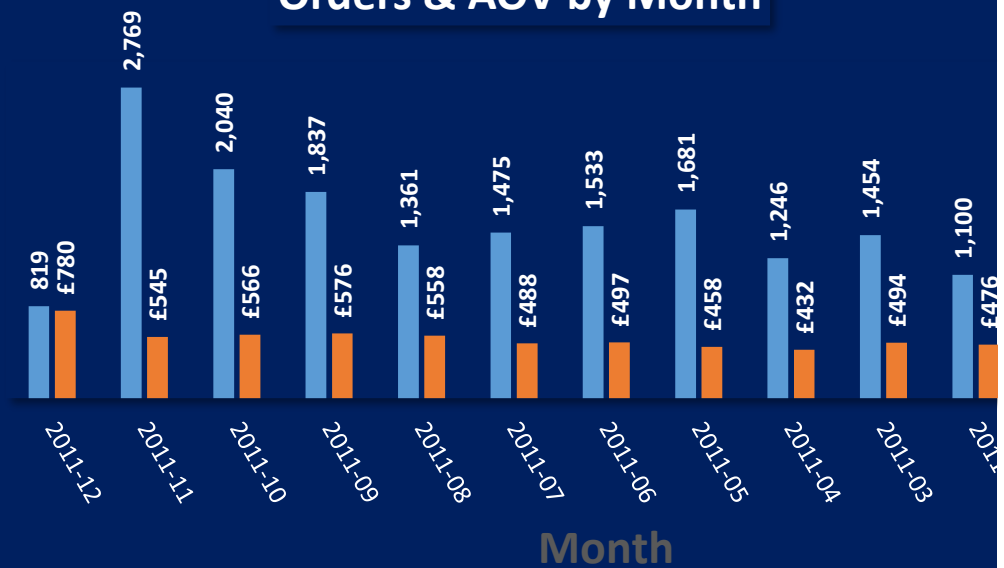
ioritize campaign in United Kingdom and promote DOTCOM
excluded transaction in tbl_exceptions for the data quality issues
ns/invalid price).



AOV
£534

■ Distinct Count of InvoiceNo
■ AOV

Orders & AOV by Month



Top 10 Revenue Generating Products

Product Description	Revenue
DOTCOM POSTAGE	£206,249
REGENCY CAKESTAND 3 TIER	£174,485
PAPER CRAFT , LITTLE BIRDIE	£168,470
WHITE HANGING HEART T-LIGHT HOLDER	£106,293
PARTY BUNTING	£99,504
JUMBO BAG RED RETROSPOT	£94,340
MEDIUM CERAMIC TOP STORAGE JAR	£81,701
Manual	£78,113
POSTAGE	£78,102
RABBIT NIGHT LIGHT	£66,965



