



## DASHBOARD

# Online Retail Mo

### NET SALES

£10,666,685

-57.68%



#### Year

2011

2010

#### Month

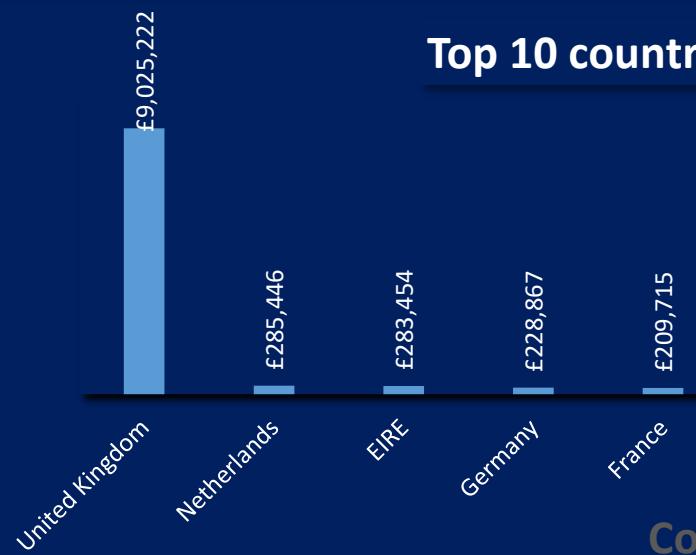
Apr

Aug

Dec



### Top 10 countries

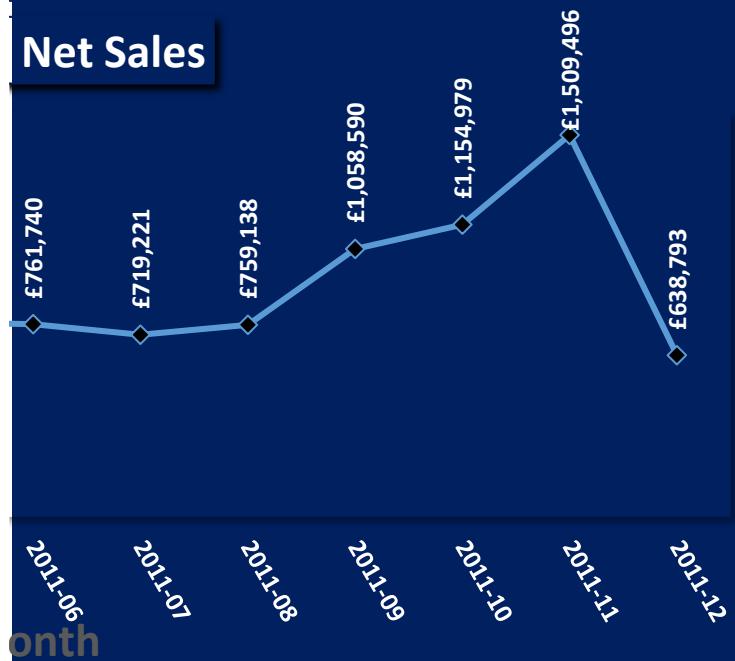




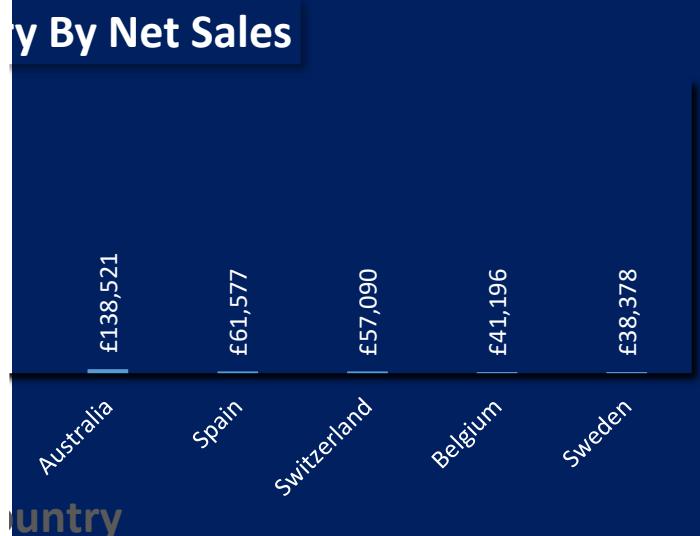
# Monthly Dashboard

ORDERS  
19,960

## Net Sales



## Country By Net Sales



INSIGHTS

insight 1: Net sales increased by 21% month-over-month.

insight 2: month-over-month growth in average order value (AOV) at £534 .

recommendation: prioritise POSTAGE ; review e-commerce (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.

Year-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 (is/invalid price).



**AOV**

**£534**

■ Distinct Count of InvoiceNo

■ AOV

### Orders & AOV by Month



### Top 10 Revenue Generating Products

Product Description	Revenue
DOTCOM POSTAGE	£206,245
REGENCY CAKESTAND 3 TIER	£174,485
PAPER CRAFT , LITTLE BIRDIE	£168,170
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



