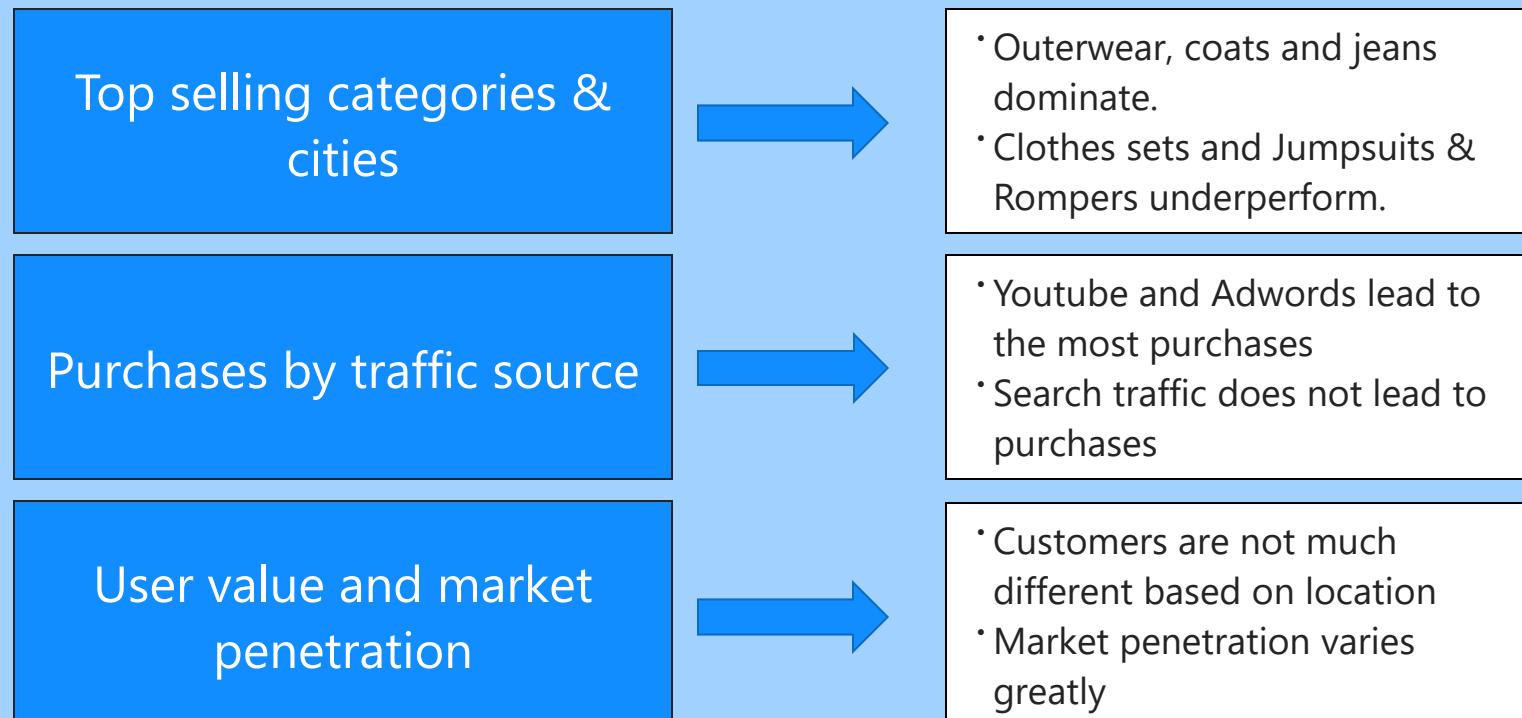


# Improving profitability with geographic data

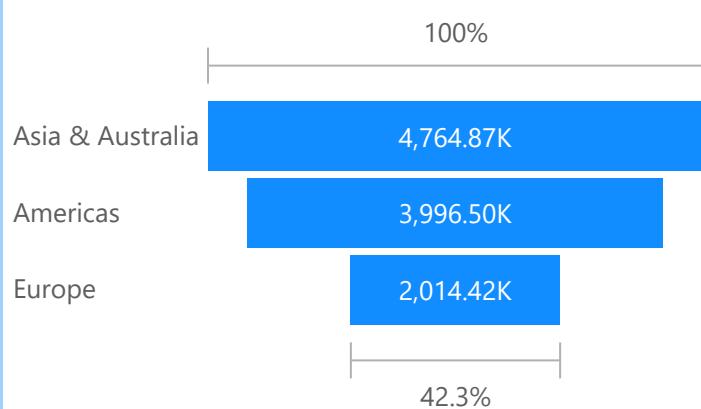




# Top selling categories & cities

City	Revenue	country
Shanghai	66,253.75	China
Beijing	56,990.14	China
Seoul	40,786.58	South Korea
Shenzhen	35,311.93	China
Dongguan	24,863.81	China
Chengdu	23,407.56	China
Tokyo	22,936.86	Japan
Tianjin	22,109.64	China
New York	20,640.81	United States
Wuhan	20,414.22	China

Turnover by country



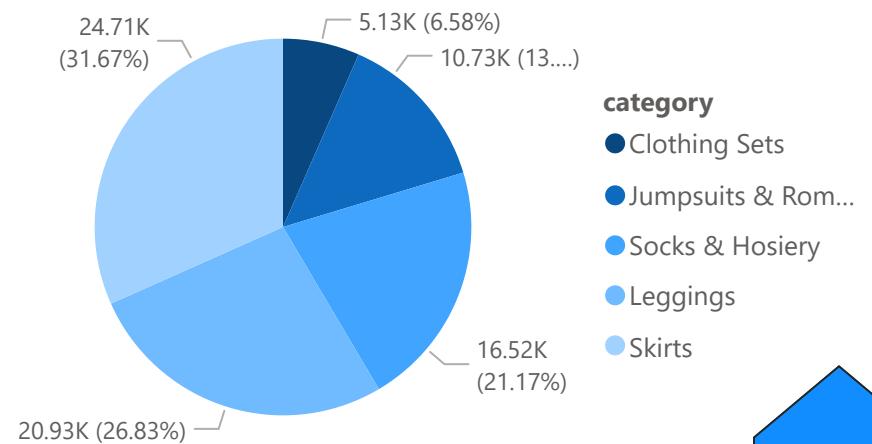
# Worst selling categories & cities

Bottom 5 cities

city	Sum of sale_price
Brambleton	1.98
Schopfheim	2.50
Kempten (Allgäu)	2.95
Inhambupe	3.95
Cesson-Sévigné	3.99

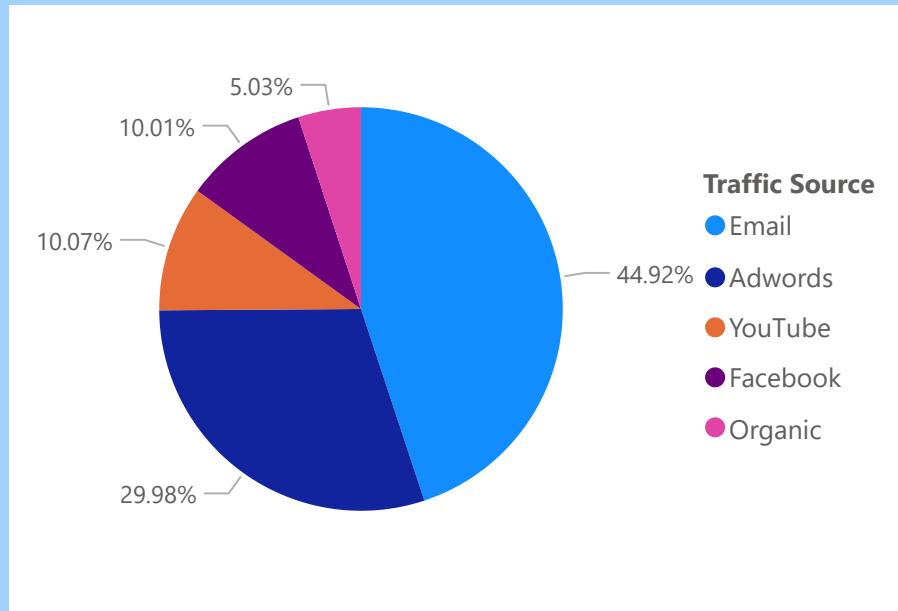
Bottom 6 categories

*turnover based*

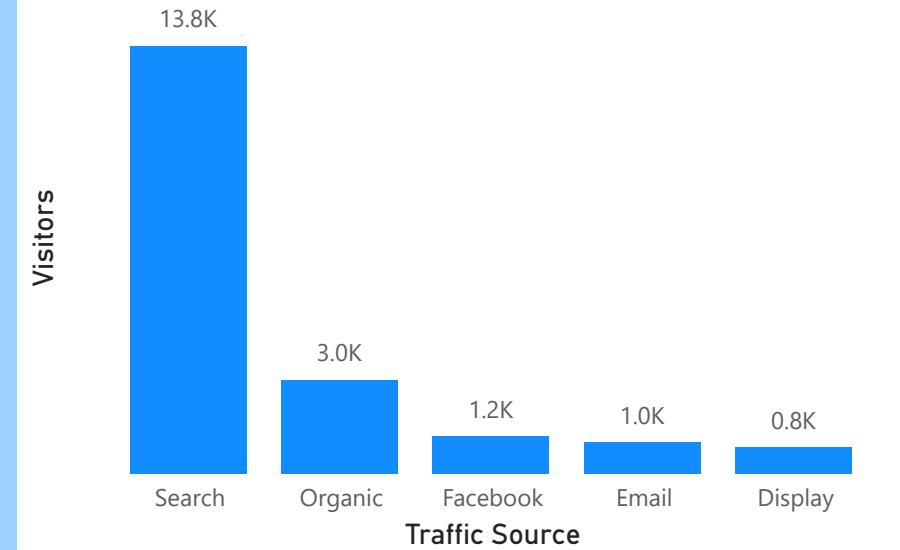


Home

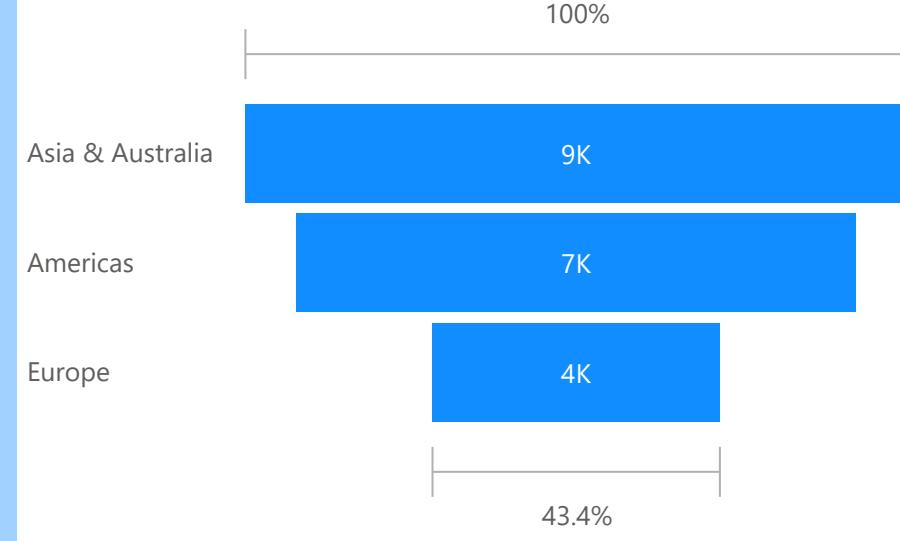
# Purchases by traffic source



Website visitors (no purchase)



Website visitors (no purchase)



# User value and market penetration

Location

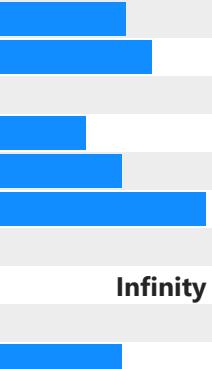
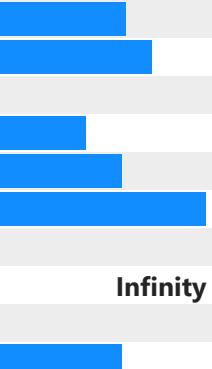
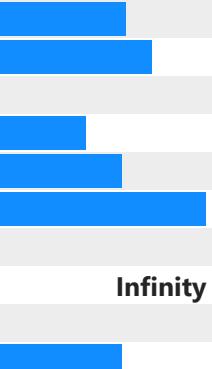
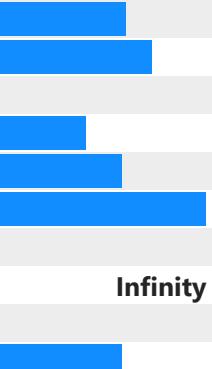
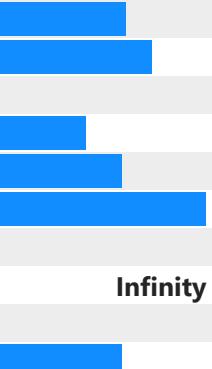
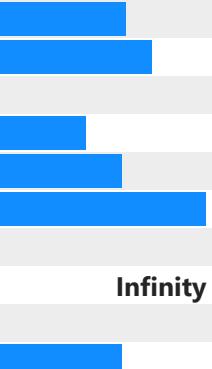
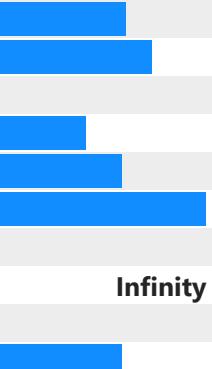
- Americas
- Asia & Australia
- Europe

Returned Orders

- No
- Yes



World Part	Revenue	Customers	Average Amount of Orders	Customer Lifetime	Average Basket	Market Penetration
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<input type="checkbox"/> <b>Europe</b>		450.60K	3480	1.50	463.71	59.40	
<input type="checkbox"/> United Kingdom		381.96K	2953	1.51	465.55	58.63	
<input type="checkbox"/> Spain		21.33K	183	1.45	488.45	56.13	
<input type="checkbox"/> Poland		397.00K	3136	1.48	458.76	58.99	
<input type="checkbox"/> Germany		436.75K	3426	1.49	492.56	58.85	
<input type="checkbox"/> France		122.97K	935	1.51	483.26	60.16	
<input type="checkbox"/> Belgium		0.07K	1	2.00	569.00	37.13	
<input type="checkbox"/> Austria		<b>4,288.77K</b>	<b>32988</b>	<b>1.51</b>	<b>482.98</b>	<b>59.49</b>	<b>Infinity</b>
<input type="checkbox"/> <b>Asia &amp; Australia</b>		2,191.57K	16937	1.51	480.33	59.19	
<input type="checkbox"/> <b>Americas</b>							
<input type="checkbox"/> United States							

Home