

BIGSHOP ONLINE RETAIL

SALES OVERVIEW

Sales Revenue

TOTAL OF SALES FOR 2011

9.47M

Quantity

TOTAL QUANTITY SOLD

5M

AVG Order Value

PER CUSTOMER

1.83

Sales per Country



Month

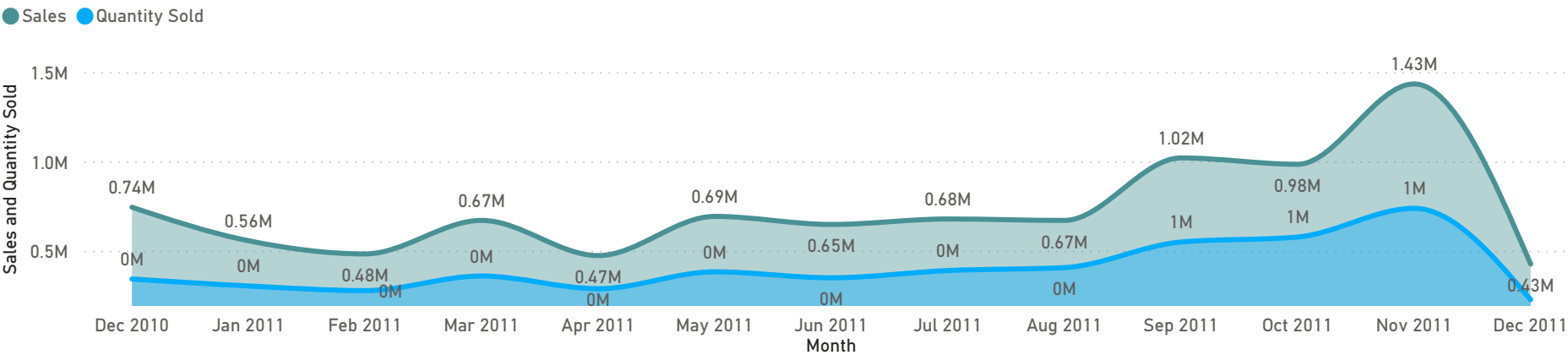
All

Country

All

Sales vs. Quantity

Sales and Quantity Sold by Month

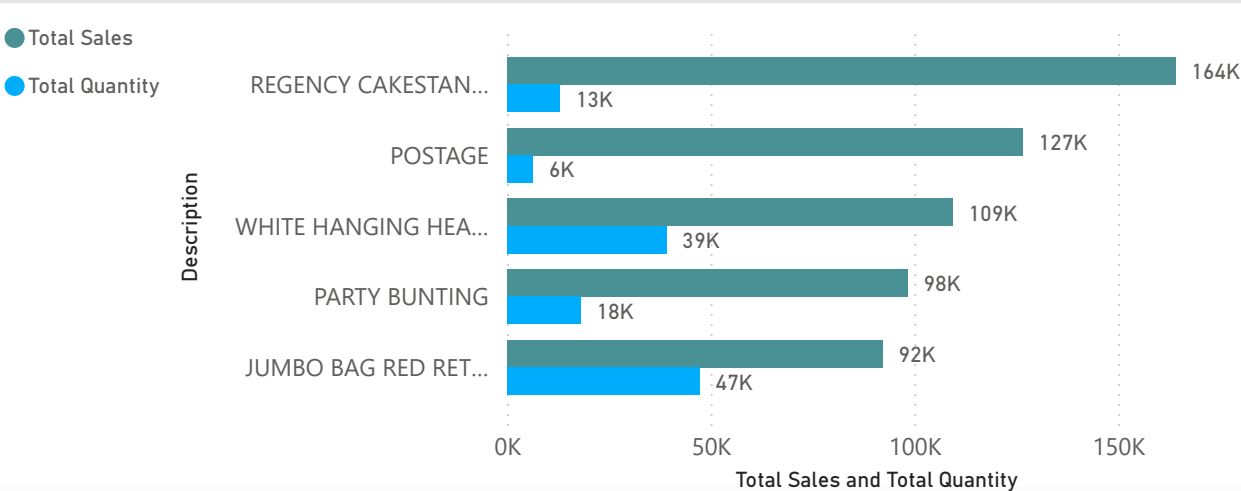


BIGSHOP ONLINE RETAIL

PRODUCT ANALYSIS

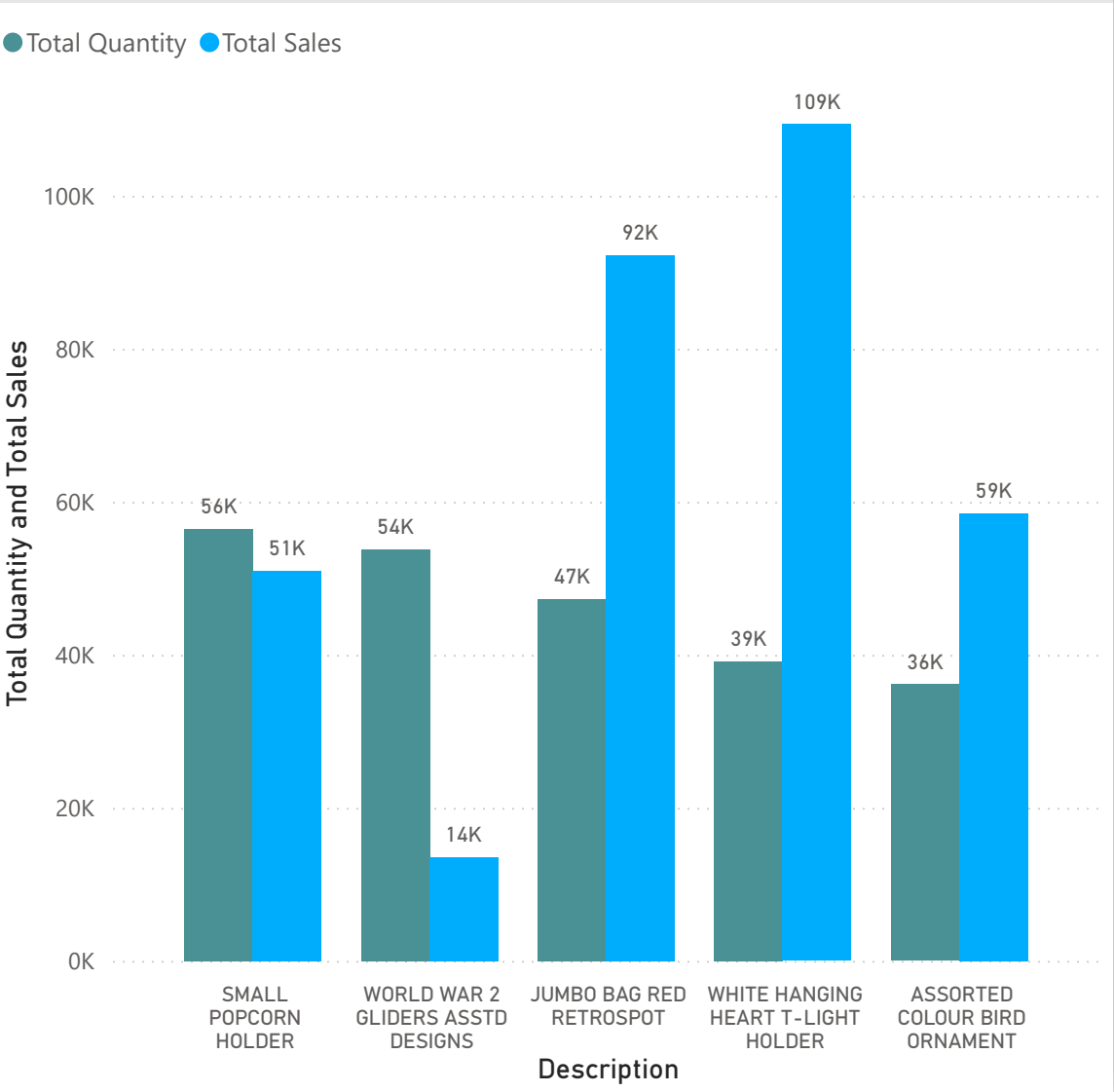
Sales by Product

TOP 5 SOLD PRODUCTS BY SALES



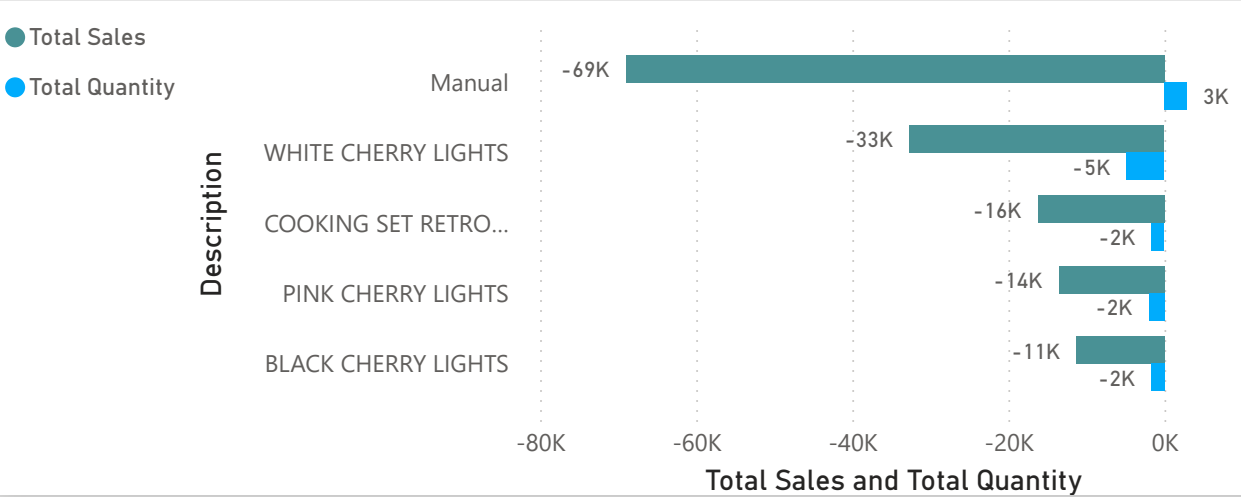
Quantity Sold per Product

TOP 5 PRODUCTS SOLD BY QUANTITY



Sales by Product

BOTTOM 5 SOLD PRODUCTS BY SALES



BIGSHOP ONLINE RETAIL

CUSTOMER ANALYSIS

Total Customers

UNIQUE CUSTOMERS

4373

Total Retained Customers

UNIQUE CUSTOMERS

686

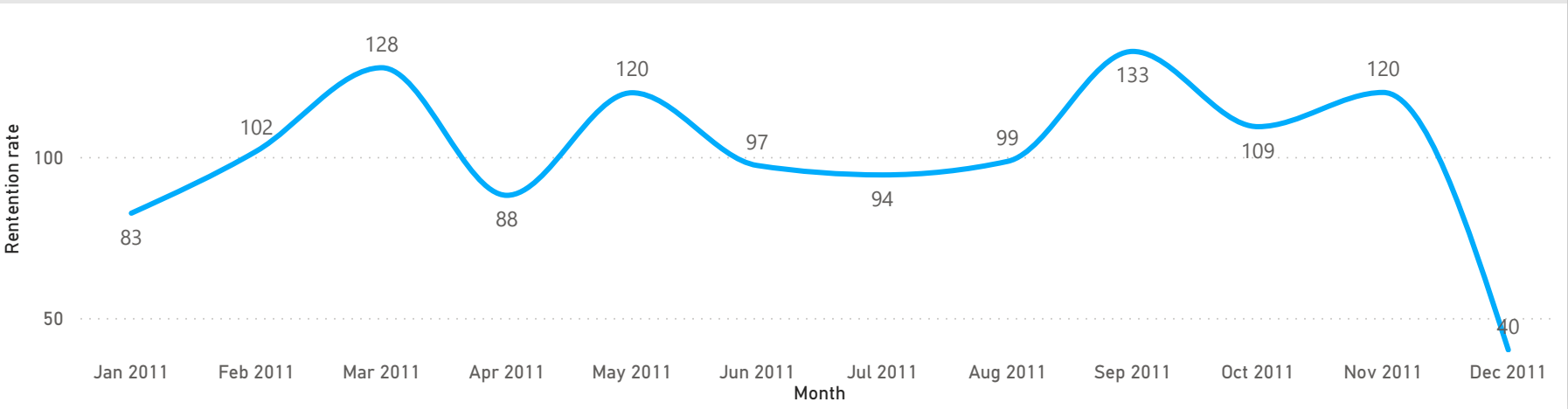
Customer Purchase Frequency

TOP 5 CUSTOMERS

CustomerID	Purchase Frequency
	11.31
14911	0.81
12748	0.73
17841	0.55
14606	0.42

Retention Rate %

ROLLING MONTHS



Purchase Frequency

BY TOTAL SALES

