

Sales Dashboard

Date
Multiple selections

Region
All

Sales

17,82M

Unique Customers

5,54K

Products Sold

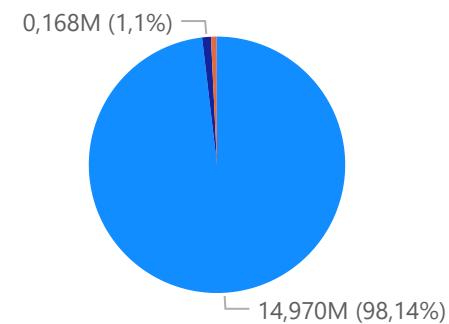
10,06M

Number of Products

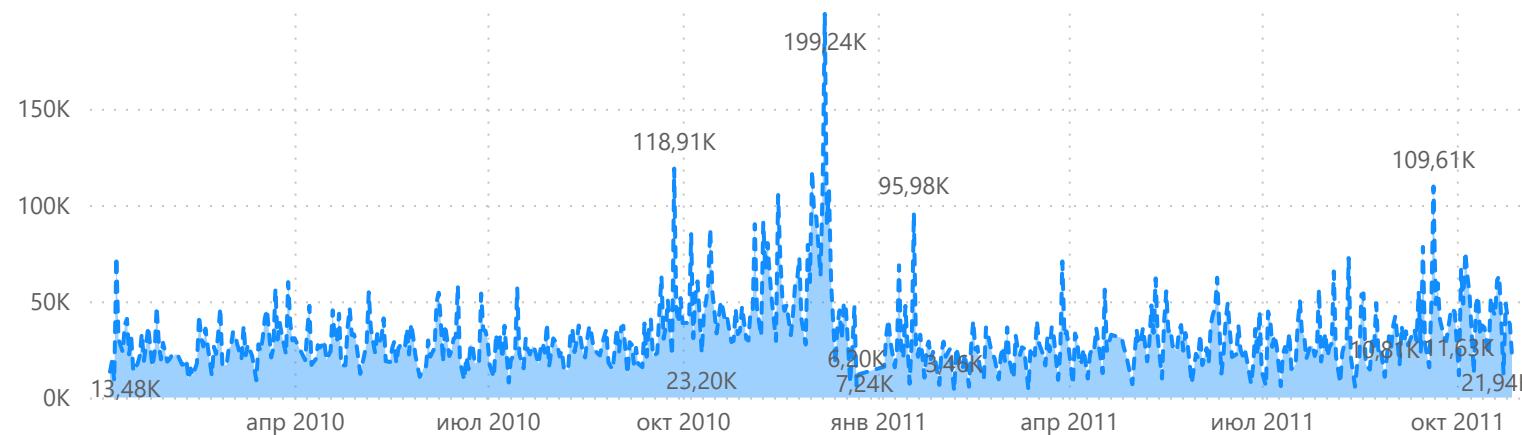
4,96K

Year	Sales PY	Sales	Sales vs PY	Sales vs PY %	Products Sold	Unique Products	Unique Customers
2010	825 685,76	10 303 952,40	9 478 266,64	91,99%	5 928 039	4 360	4234
2011	10 303 952,40	7 515 733,68	-2 788 218,72	-37,10%	4 129 536	3 816	3767

Sales by Region



Sales by Date



Unique Customers by Country



Customers Cohorts

2009	2010	2011
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Region

- Africa

- Asia

- CA

- East

- 11

-

- 64

- 5A

- Unspecified

- US

Channel

- organic

- ## performance

MM&Year 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22

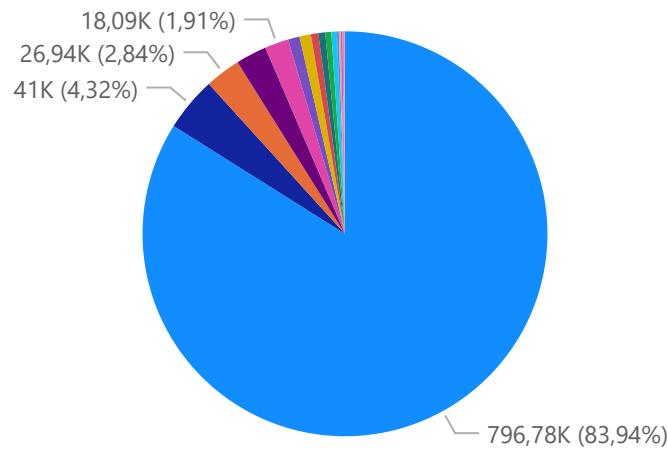
Factor analysis

Category	Sales PY	Sales 2011	Absolute Diff	Diff in Percent	PY Structure in %	Influence
BAG	82 281,52	91 554,91	9 273,39	111,27%	64,89%	72,21%
BRACELET	300,55	663,21	362,66	221,40%	0,24%	0,52%
CANDLE	15 575,74	13 334,39	-2 241,35	85,62%	12,28%	10,52%
CHARM	3 486,94	2 331,28	-1 155,66	66,88%	2,75%	1,84%
DIAMANTE	538,70	377,37	-161,33	70,18%	0,42%	0,30%
EARRINGS	169,20	299,15	129,95	177,85%	0,13%	0,24%
FRAME	8 807,78	19 199,76	10 391,98	218,01%	6,95%	15,14%
MUG	12 546,39	11 788,98	-757,41	93,97%	9,90%	9,30%
NECKLACE	315,45	1 066,03	750,58	339,01%	0,25%	0,84%
TOY	2 772,20	1 451,10	-1 321,10	52,36%	2,19%	1,14%
Total	126 794,47	142 066,18	15 271,71	112,05%	100,00%	112,05%

Date
Multiple selections

- Region, Coun... ▾
- ✓ Africa
 - ✓ Asia
 - ✓ CA
 - ✓ East
 - ✓ EU
 - ✓ Oc
 - ✓ SA
 - ✓ Unspecified
 - ✓ US

Sales 2011 by Country



- Country
- United Kingdom
 - EIRE
 - Netherlands
 - France
 - Germany
 - Norway
 - Switzerland
 - Denmark
 - Spain

BAG CANDLE EARRINGS FRAME MUG NECKLACE TOY

ETCHED ACRYLIC CRYSTAL BEADED COLOUR FLOCK BELL PLATE PHOTO WRAP CUTLERY CASES JUMBO LUNCH GARLAND PARADE HOT CARD FELT FOOD PIZZA CERAMIC CUP DOORMAT CREAM 4 EGG SILVER TREE ENAMEL GIRL TUBE LONDON PURSE FELTCRAFT DOOR ART CANDLES JAM S FLOWER LARGE ROSE WALL STYLE METAL NECKLACE TABLE COFFEE HOME LOLA ENGLISH PAINTED LOVE BOX 9 COVER 12 WHITE SET CHRISTMAS FRENCH DINNER LAVENDER BUTTERFLY TISSUES HAND BALL TOY PIECE TAPE GINGHAM SPOT 2 CHOCOLATE DOLLY SMALL GREEN BLACK CAKE TEA HEART SPOTTY DOG WOODEN EASTER PANTRY POLKA DOT AND ON DECORATION ASSORTED GIFT SLATE CHARLIE NUMBER LETTER TRINKET INCENSE WREATH DIAMANTE TILE PARTY BIRD 3 MAT GOLD RETROSPOT KEY LIGHTS FOLDING GLASS BOTTLE PACK PAN T 3D 50 IN MIRROR FONT KIT UMBRELLA DOLL NOTEBOOK GARDEN DESIGN PINK ANTIQUE TIN 5 IVORY CHILDRENS HAIR STICKERS MAGIC STAR CANDLE FAIRY PAISLEY RING CAT BABUSHKA DAISY WARMER SPACEBOY CLOCK STAND HEARTS BIRTHDAY JIGSAW CUSHION MEASURING DINER DECORATIVE FRAME HANGER MAGNETS BOOK SWEETHEART MONEY