

RETAIL REPORT

Total Sales
\$8.91M

Total Unit
5.17M

Time Filter

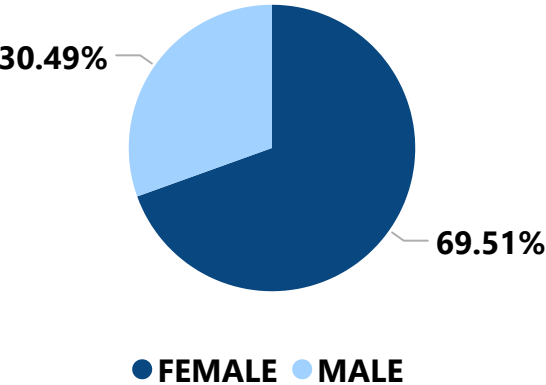
12/1/2010



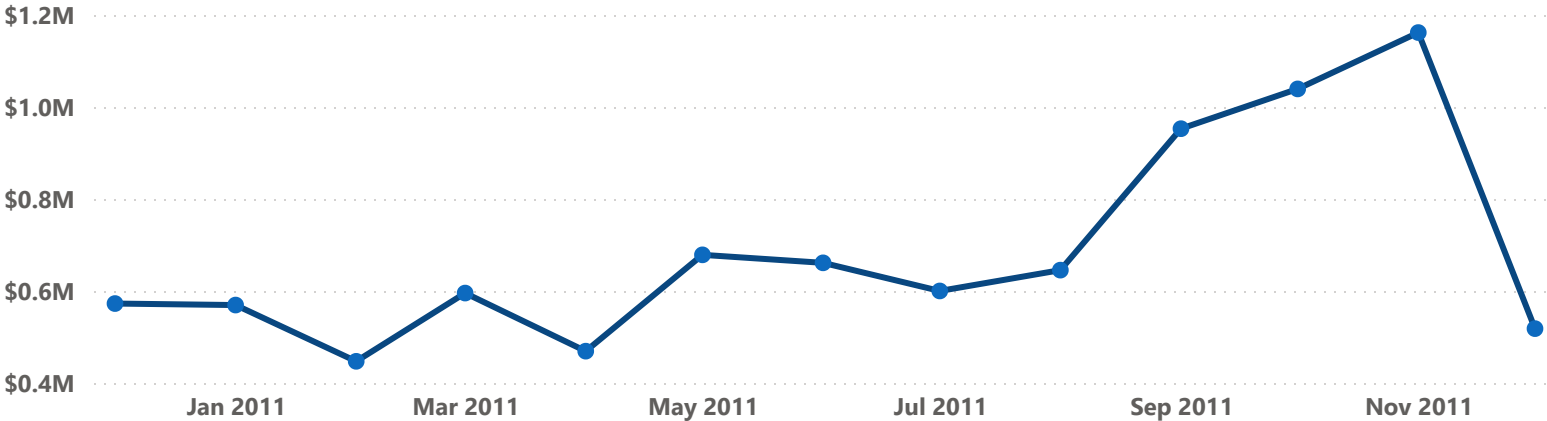
12/9/2011



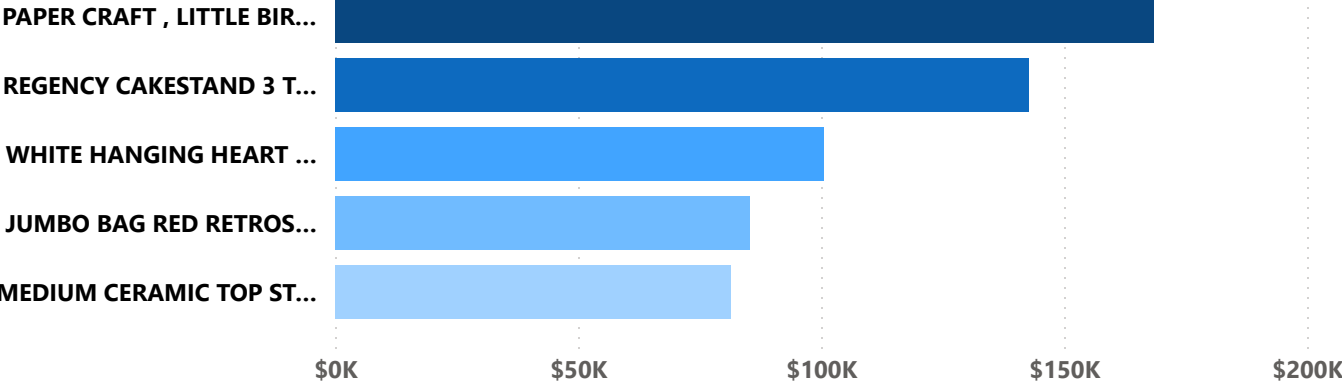
Total Sales by Gender



Total Sales by Time



Total Sales by Product



Total Sales by Country



RETENTION REPORT

Retention Rate

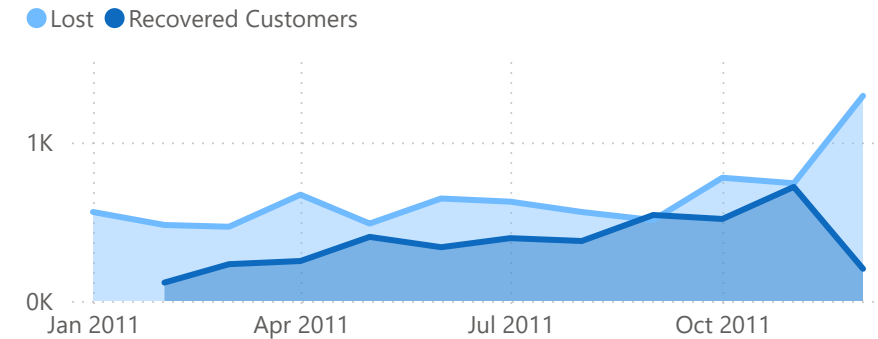
Cohort Performance

Churn Rate

Churned Customer

Cohort	1	2	3	4	5	6	7	8	9	10
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2010-12	561	599	545	564	533	564	576	572	535	554
2011-01	325	306	321	283	297	314	316	292	281	265
2011-02	309	309	272	277	286	284	274	286	264	354
2011-03	384	338	362	351	376	331	348	326	413	
2011-04	236	239	237	241	232	235	222	278		
2011-05	230	235	235	225	218	209	257			
2011-06	200	204	178	186	161	219				
2011-07	154	149	146	137	167					
2011-08	134	127	128	148						
2011-09	229	209	265							
2011-10	272	317								
2011-11	287									
Total	3362	3396	3411	3433	3460	3534	3613	3658	3697	3829

Lost and Recovered Customers Ratio



News, Retained and Recovered Customers

