

RETAIL REPORT

Total Sales
\$8.91M

Total Unit
5.17M

Time Filter

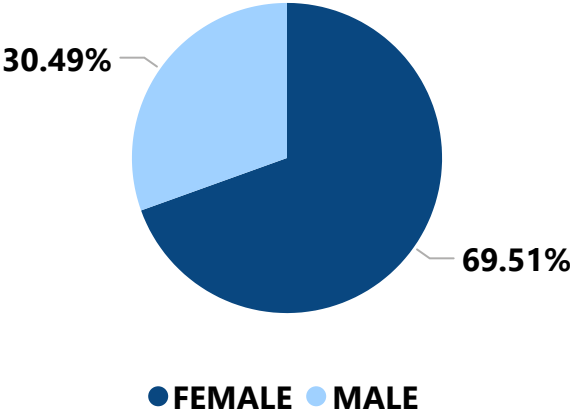
12/1/2010



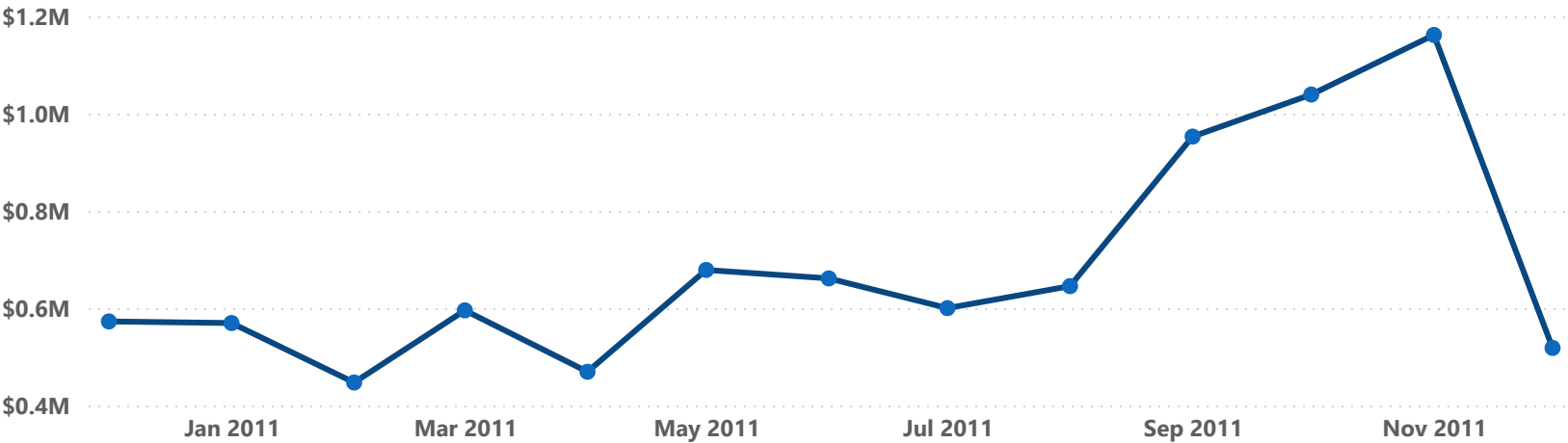
12/9/2011



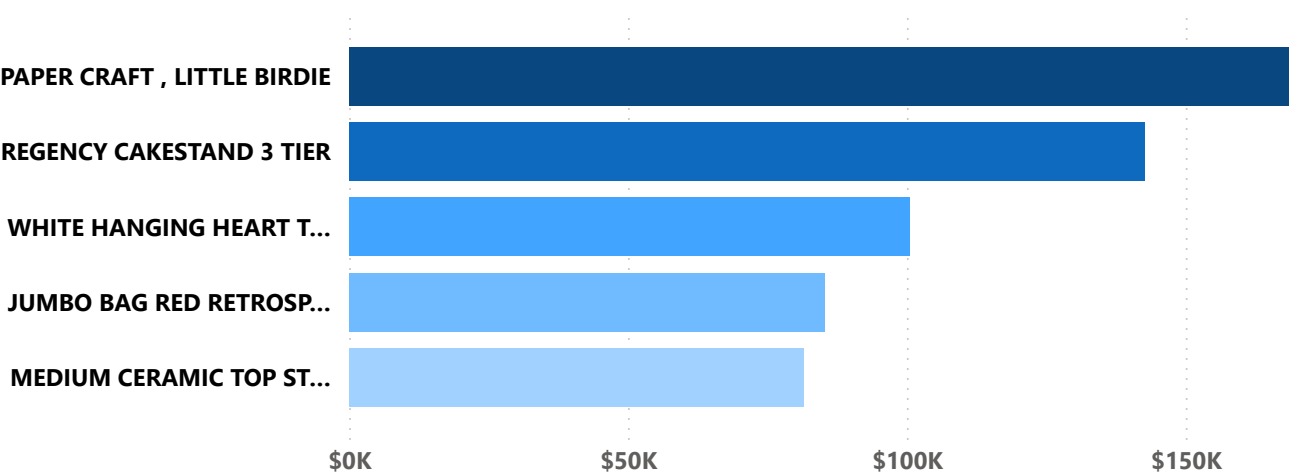
Total Sales by Gender



Total Sales by Time



Total Sales by Product



Total Sales by Country



RETENTION REPORT

Retention Rate

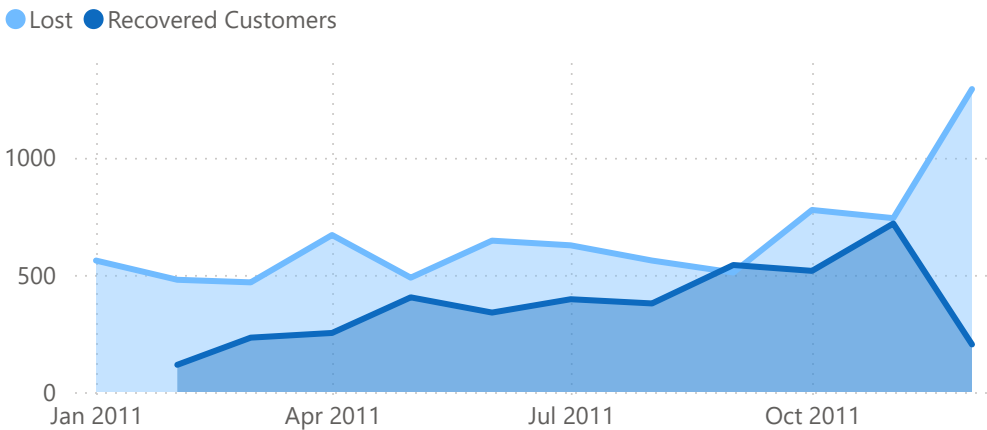
Cohort Performance

Churn Rate

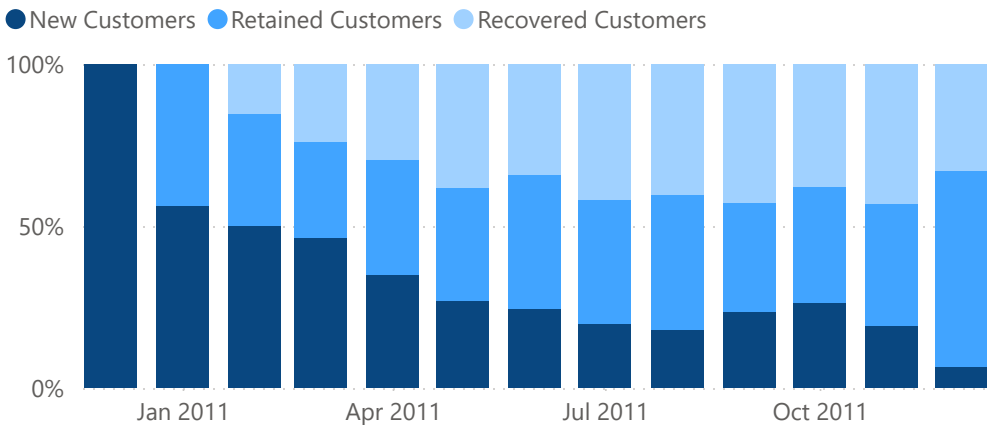
Churned Customer

Cohort	1	2	3	4	5	6	7	8	9	10	11	12
2010-12	561	599	545	564	533	564	576	572	535	554	440	650
2011-01	325	306	321	283	297	314	316	292	281	265	368	
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	3844	4103

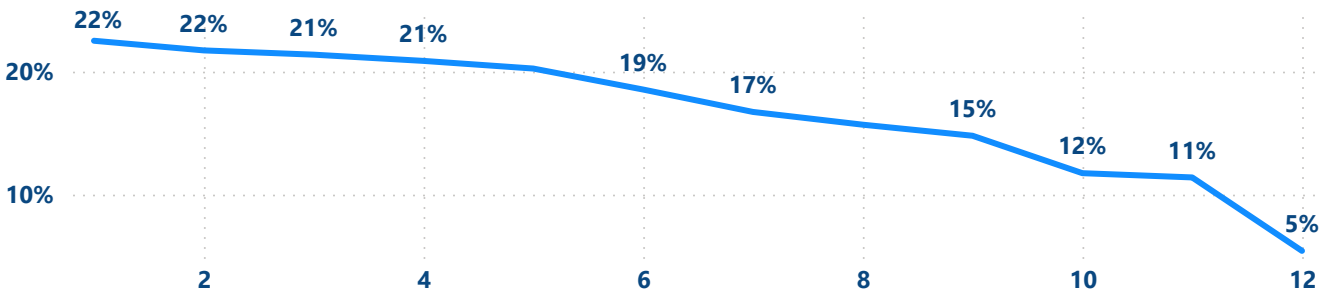
Lost and Recovered Customers Ratio



News, Retained and Recovered Customers



Retention Rate by Months Since First Transaction



RFM ANALYSIS

Active Customer
4338

Avg. Recency
4.81K

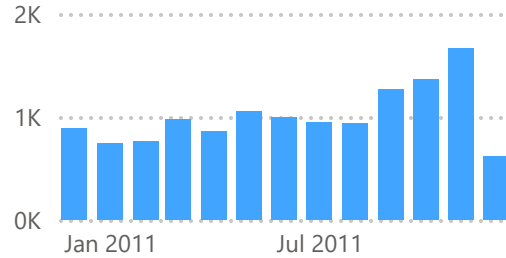
Avg. Frequency
4.27

Avg. Monetary
\$3.014

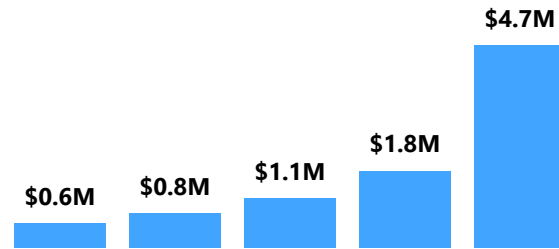
Age
15 100

Gender
FEMALE MALE

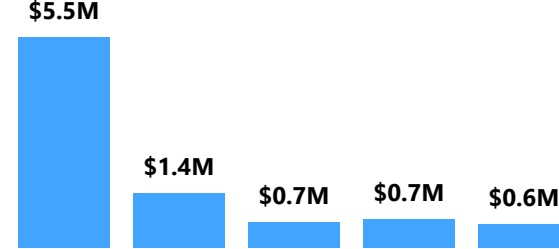
Active Customers by Time



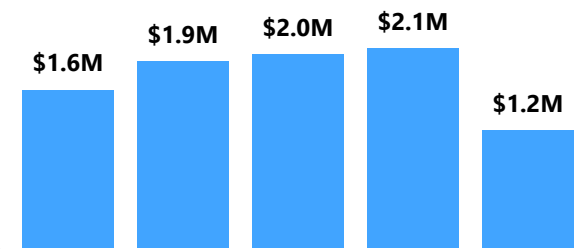
Total Sales by Recency



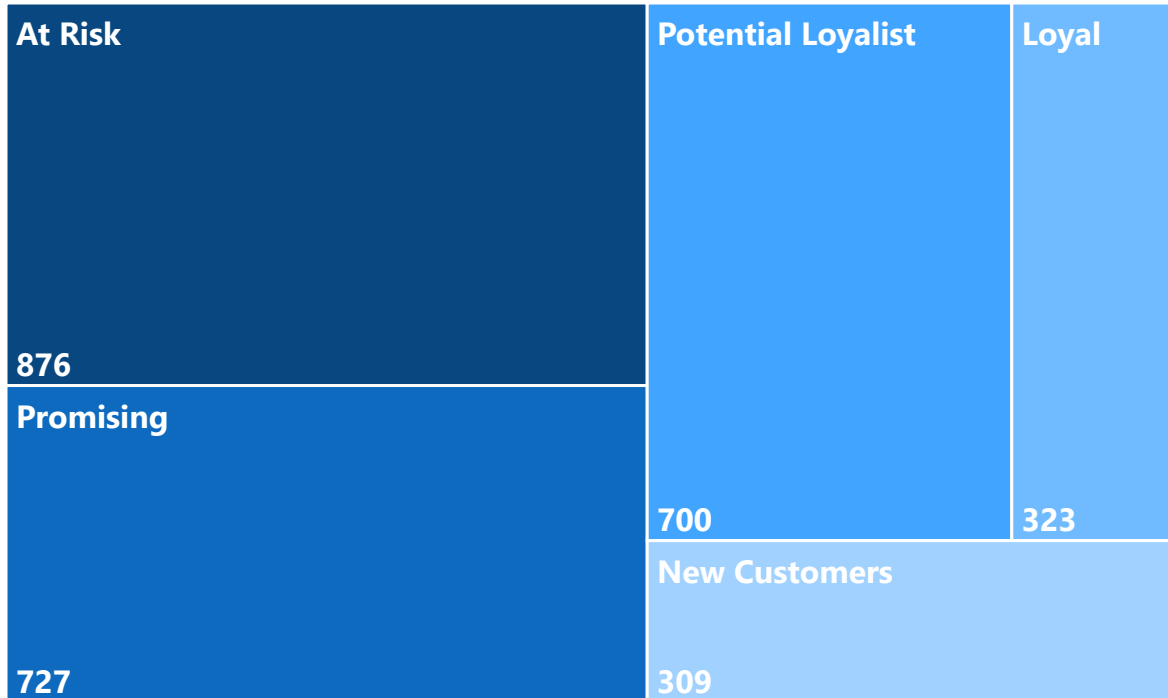
Total Sales by Frequency



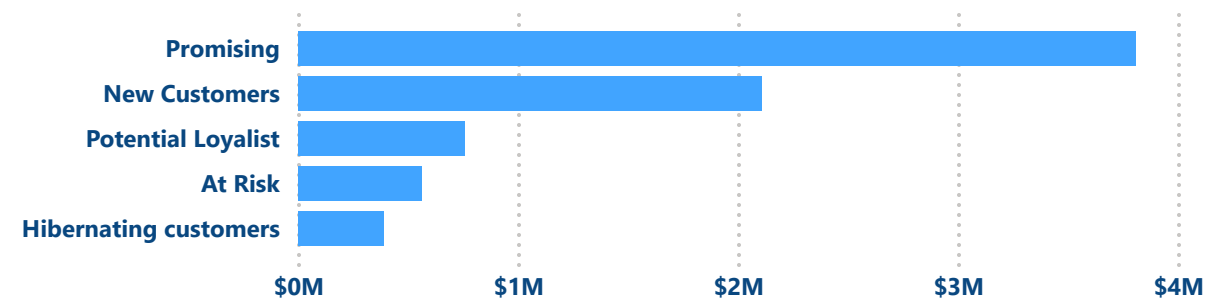
Total Sales by Monetary



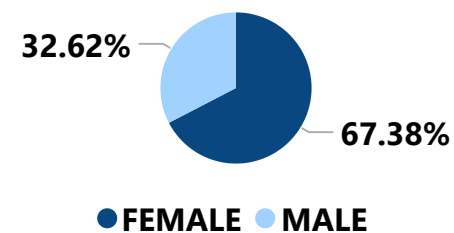
Customer Segmentation



Total Sales by Segment



Active Customers by Gender



Active Customers by Age

