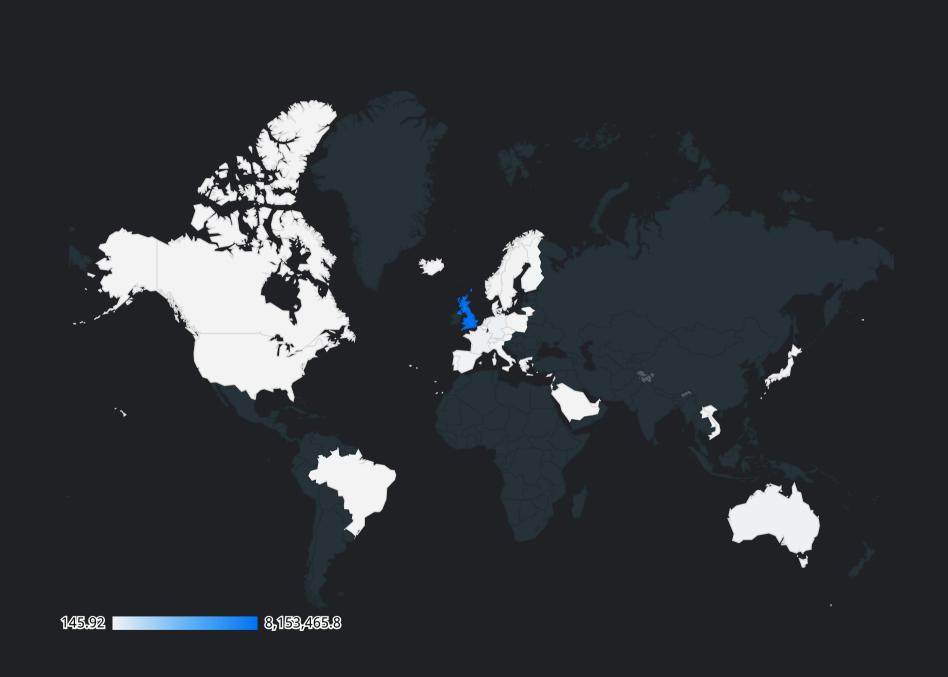
Total Revenue 9.6M

Total Quantity **5.3M** 

Total Order 19.0K

Total Customer 4.3K

Total Country 38



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## KPI of current period

KPI ▼	2011-10	2011-11	Diff
Revenue	1,103,327.63	1,452,112.69	31.61%
Quantity	619,653	759,786	22.61%
Order Count	2,007	2,752	37.12%
Customer Count	1,361	1,661	22.04%
Avg Spending per Customer	810.67	874.24	7.84%
Avg Quantity per Customer	455.29	457.43	0.47%
Avg Order Value	549.74	527.66	-4.02%
Avg Order Quantity	308.75	276.09	-10.58%

### Revenue & Quantity by month



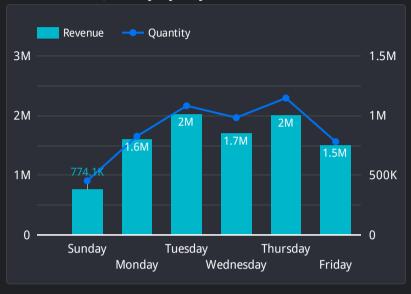
## Total Order by Month



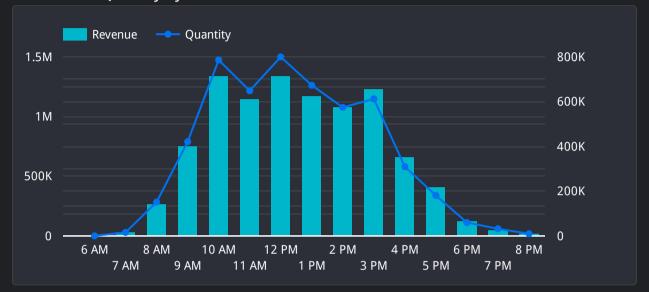
## Average Value & Quantity per Order by month



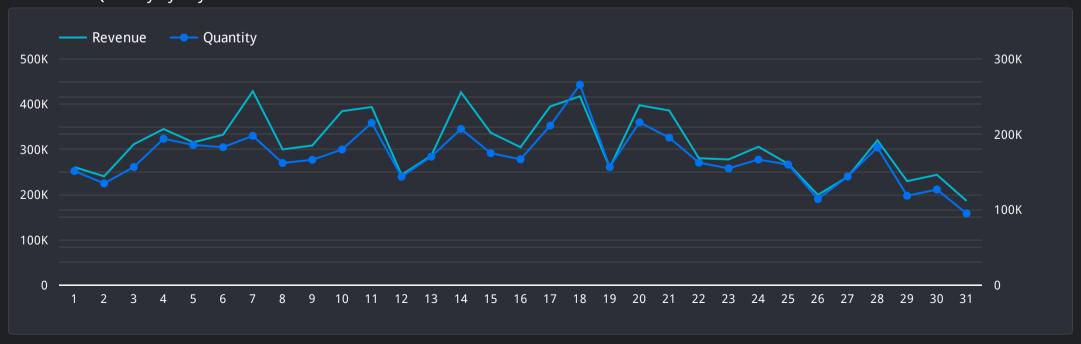
Revenue & Quantity by day of week



Revenue & Quantity by hour



## Revenue & Quantity by day of month

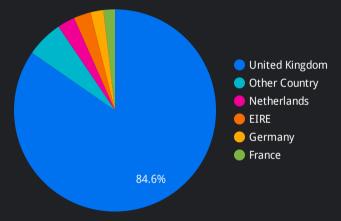


## Ranking

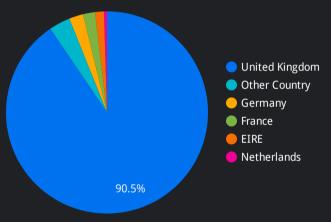
Note: Please Click Column Name to Sort by Column Name Descending

	Country	Revenue 🕶	Quantity	Order Count	Customer Count	Avg Order Value	Avg Quan per Order	Avg Spending per Customer	Avg Quan per Customer
1.	United Kingdom	8,153,465.8	4,368,572	17,176	3,884	474.7	254.34	2,099.24	1,124.76
2.	Netherlands	272,161.32	192,876	91	9	2,990.78	2,119.52	30,240.15	21,430.67
3.	EIRE	263,709.97	143,052	272	4	969.52	525.93	65,927.49	35,763
4.	Germany	198,356.98	114,068	426	93	465.63	267.77	2,132.87	1,226.54
5.	France	177,954.08	107,487	365	87	487.55	294.48	2,045.45	1,235.48 1 - 38 / 38 〈 〉

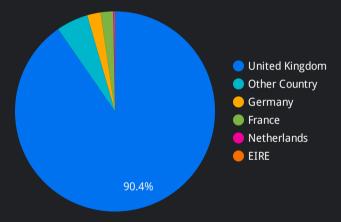
Note: Other Country means all other countries that are not in top 5 by revenue



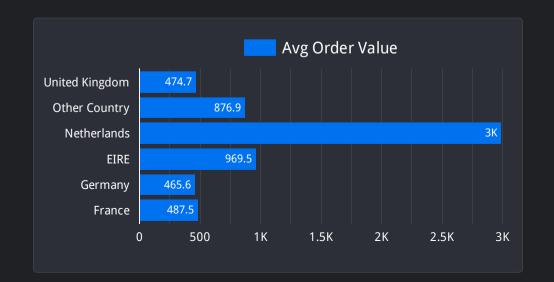
Total Revenue Contribution by Country

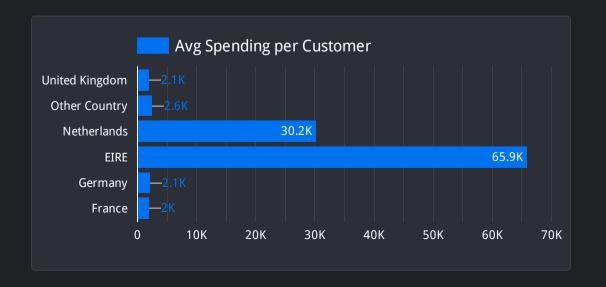


Order Count Contribution by Country



**Customer Count Contribution by Country** 

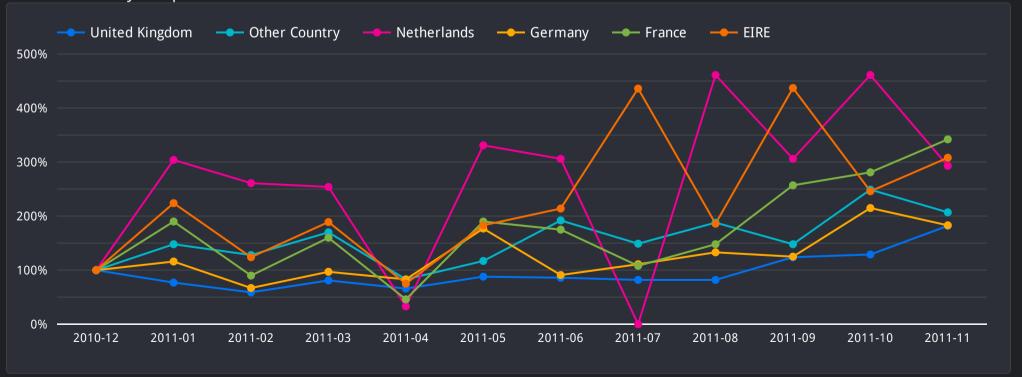




## Revenue of Top 5 country & other country by month

											Date	/ Revenue
Country	2010-12	2011-01	2011-02	2011-03	2011-04	2011-05	2011-06	2011-07	2011-08	2011-09	2011-10	2011-11
United Kingdom	705.3K	545.9K	417.9K	571.3K	465.4K	618.2K	605.2K	577.1K	578.7K	876.1K	911.5K	1.3M
Other Country	30.2K	44.8K	38.5K	51.3K	25K	35.4K	58K	44.9K	56.9K	44.7K	75.3K	62.5K
Netherlands	8.8K	26.6K	22.8K	22.2K	2.9K	28.9K	26.8K	11	40.3K	26.8K	40.4K	25.6K
EIRE	9.7K	21.7K	12K	18.3K	7.3K	17.8K	20.7K	42.2K	18K	42.3K	23.8K	29.8K
Germany	13.2K	15.3K	8.8K	12.9K	11K	23.5K	12.1K	14.7K	17.6K	16.5K	28.4K	24.2K
France	8.5K	16.2K	7.7K	13.7K	3.9K	16.2K	15K	9.2K	12.6K	21.9K	24K	29.2K

# Revenue Monthly Compare to Revenue of Dec 2010



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No. of New Customer & No. of Existing Customer by Month



Revenue of New Customer & Revenue of Existing Customer by Month



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Customer Retention in number

	Month to R	etention										
First Order Date	0	1	2	3	4	5	6	7	8	9	10	11
Dec 2010	884	323	286	339	320	352	320	308	312	349	330	444
Jan 2011	416	91	111	95	132	120	103	100	123	136	152	
Feb 2011	380	71	71	109	103	93	97	104	94	116		
Mar 2011	452	67	114	90	101	76	121	104	126			
Apr 2011	300	63	61	63	59	68	65	78				
May 2011	284	54	49	49	59	66	75					
Jun 2011	242	42	38	64	56	80						
Jul 2011	187	33	38	42	51							
Aug 2011	169	34	41	41								
Sep 2011	299	70	90									
Oct 2011	357	84										
Nov 2011	324											

**Customer Retention Rate** 

	Month to F	Retention										
First Order Date	0	1	2	3	4	5	6	7	8	9	10	11
Dec 2010	100%	37%	32%	38%	36%	40%	36%	35%	35%	39%	37%	50%
Jan 2011	100%	22%	27%	23%	32%	29%	25%	24%	30%	33%	37%	
Feb 2011	100%	19%	19%	29%	27%	24%	26%	27%	25%	31%		
Mar 2011	100%	15%	25%	20%	22%	17%	27%	23%	28%			
Apr 2011	100%	21%	20%	21%	20%	23%	22%	26%				
May 2011	100%	19%	17%	17%	21%	23%	26%					
Jun 2011	100%	17%	16%	26%	23%	33%						
Jul 2011	100%	18%	20%	22%	27%							
Aug 2011	100%	20%	24%	24%								
Sep 2011	100%	23%	30%									
Oct 2011	100%	24%										
Nov 2011	100%											

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Revenue Contribution by First Order Date

	Month to Re	tention										
First Order Date	0	1	2	3	4	5	6	7	8	9	10	11
Dec 2010	565,200	273,650	231,915	296,402	201,988	325,803	310,940	307,417	326,387	469,383	448,863	506,897
Jan 2011	289,033	53,129	62,412	64,893	79,926	83,210	69,548	71,356	71,388	104,419	121,638	
Feb 2011	157,250	27,563	38,886	48,019	39,916	33,846	49,571	60,450	55,008	64,158		
Mar 2011	196,767	28,718	58,372	42,367	50,245	39,776	64,531	68,642	70,446			
Apr 2011	119,956	28,545	24,751	24,105	26,091	29,370	28,203	33,672				
May 2011	118,578	18,493	19,966	19,010	27,595	32,342	32,813					
Jun 2011	133,588	14,078	13,318	30,196	26,153	40,029						
Jul 2011	72,400	11,538	14,998	17,215	18,637							
Aug 2011	78,467	19,132	31,660	38,919								
Sep 2011	151,710	27,767	36,431									
Oct 2011	162,056	39,299										
Nov 2011	133,596											

Revenue Contribution Rate by First Order Date

	Month to Rete											
First Order Date	0	1	2	3	4	5	6	7	8	9	10	1
Dec 2010	100%	48%	41%	52%	36%	58%	55%	54%	58%	83%	79%	90
Jan 2011	100%	18%	22%	22%	28%	29%	24%	25%	25%	36%	42%	
Feb 2011	100%	18%	25%	31%	25%	22%	32%	38%	35%	41%		
Mar 2011	100%	15%	30%	22%	26%	20%	33%	35%	36%			
Apr 2011	100%	24%	21%	20%	22%	24%	24%	28%				
May 2011	100%	16%	17%	16%	23%	27%	28%					
Jun 2011	100%	11%	10%	23%	20%	30%						
Jul 2011	100%	16%	21%	24%	26%							
Aug 2011	100%	24%	40%	50%								
Sep 2011	100%	18%	24%									
Oct 2011	100%	24%										
Nov 2011	100%											

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## **Customer Segmentation**

	CustomerID	Customer Type	Recency	Frequency	MonetaryValue 🕶
1.	14646	Loyal Customer	8	70	267.4K
2.	18102	Loyal Customer	3	57	248.2K
3.	17450	Loyal Customer	2	45	192.8K
4.	14911	Loyal Customer	1	189	129.3K
5.	12415	Loyal Customer	16	20	124.6K
6.	14156	Loyal Customer	1	54	116.6K
7.	17511	Loyal Customer	8	29	83.7K
				1 -	100/4294 < >

## Average Recency, Frequency, Monetary Value of each customer type

Customer Type	Recency •	Frequency	MonetaryValue
Negative Customer	160.63	1.25	403.08
Potential Customer	43.03	3.69	1,136.63
Loyal Customer	17.96	13.84	8,632.16

#### Note:

- Using Kmeans for customer segmention (3 clusters):
  Loyal customer: Customer who buy many times with
- monetary value is high
  Potential customers : Customer who did used product of e\_commerce before, the moneytary value is mid
- Negative customer: Customer buy only once, and the value of order is small

## **Customer Type Ratio**

