

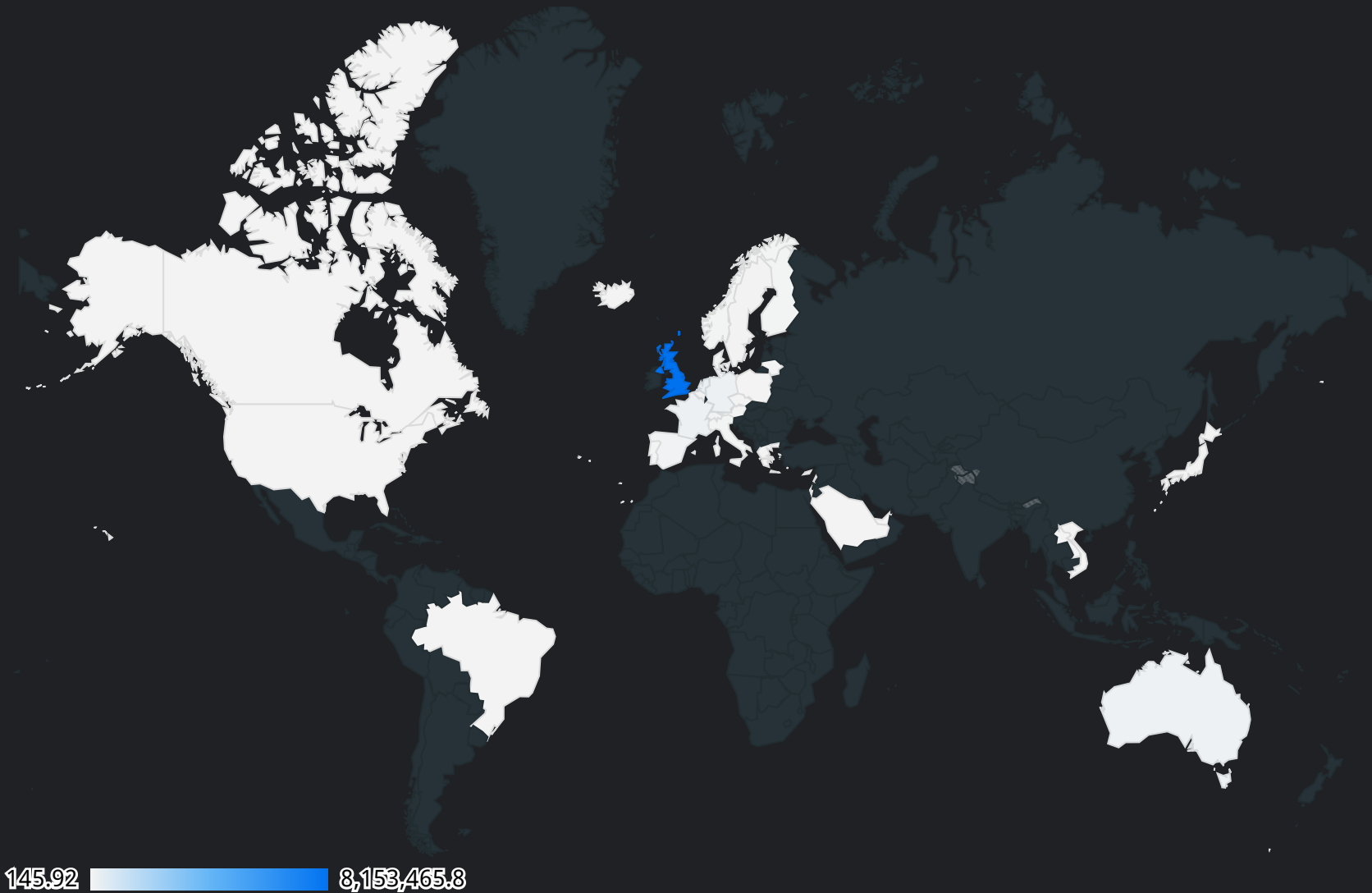
Total Revenue
9.6M

Total Quantity
5.3M

Total Order
19.0K

Total Customer
4.3K

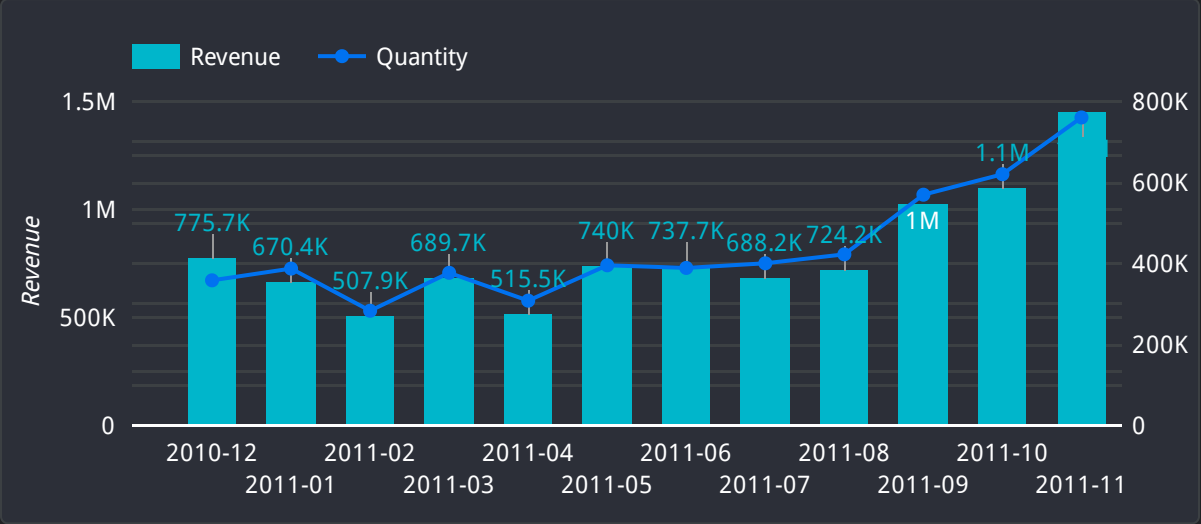
Total Country
38



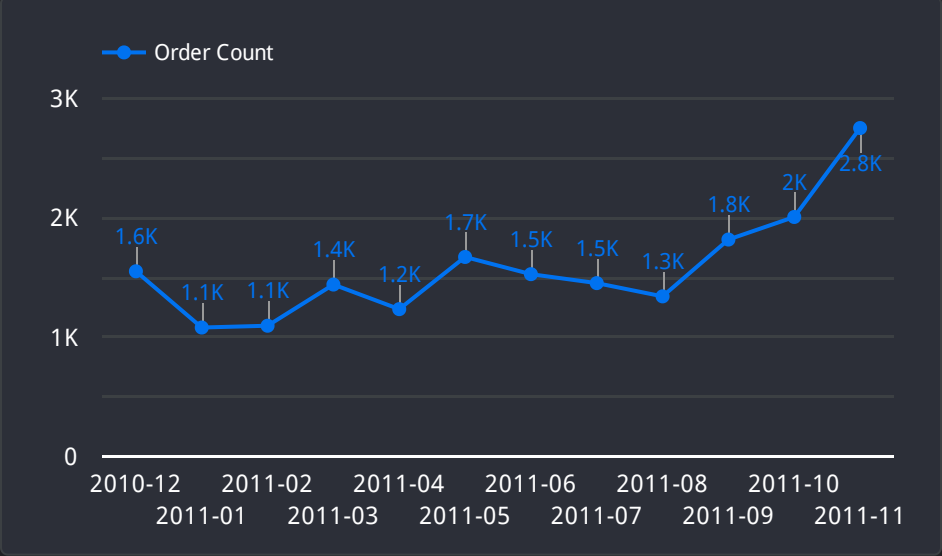
KPI of current period

| 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% |

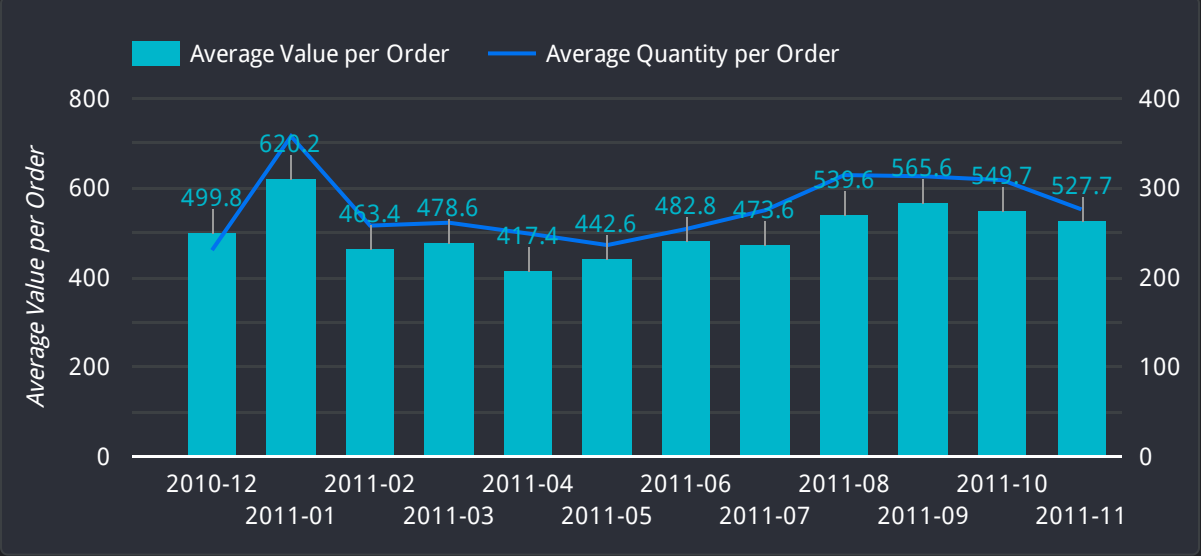
Revenue & Quantity by month



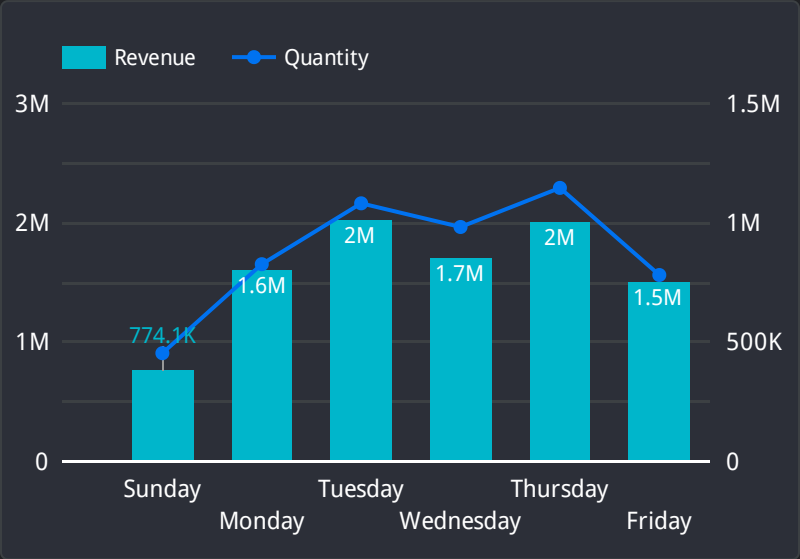
Total Order by Month



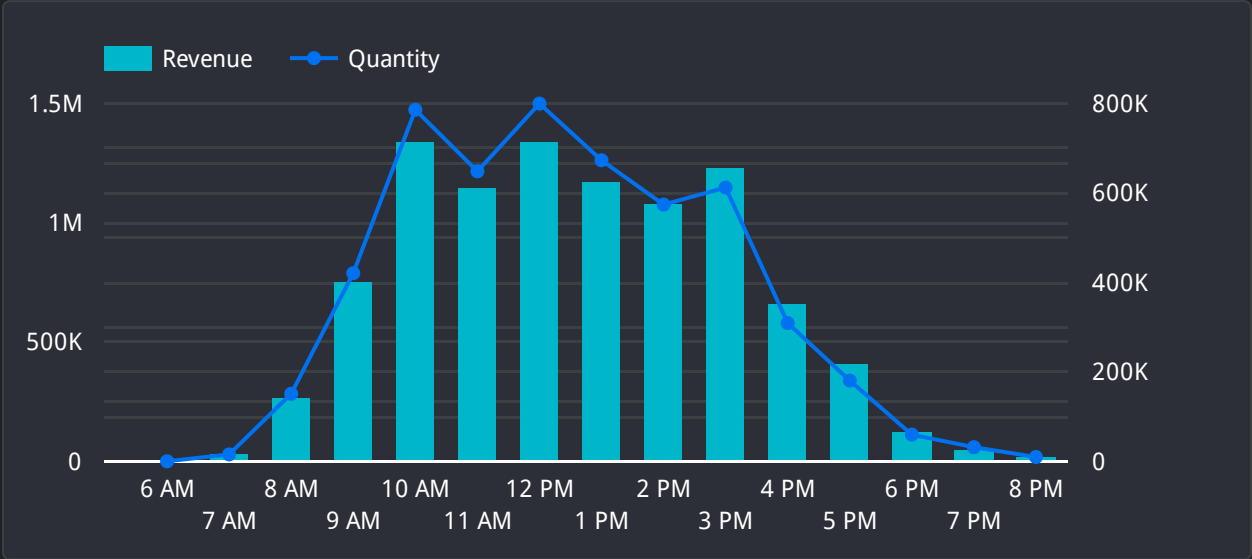
Average Value & Quantity per Order by month



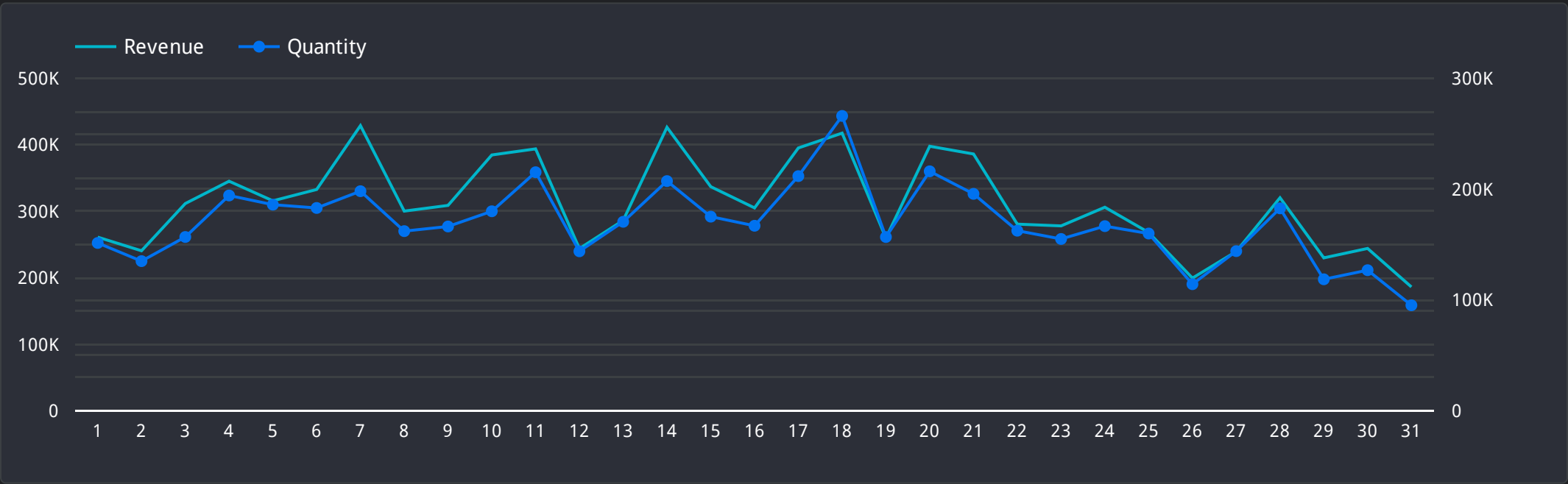
Revenue & Quantity by day of week



Revenue & Quantity by hour



Revenue & Quantity by day of month



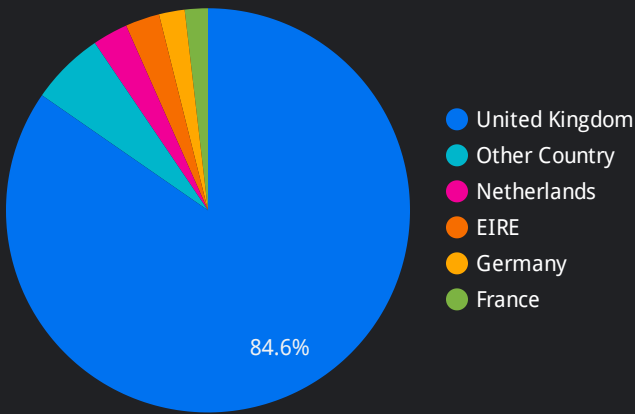
Ranking

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

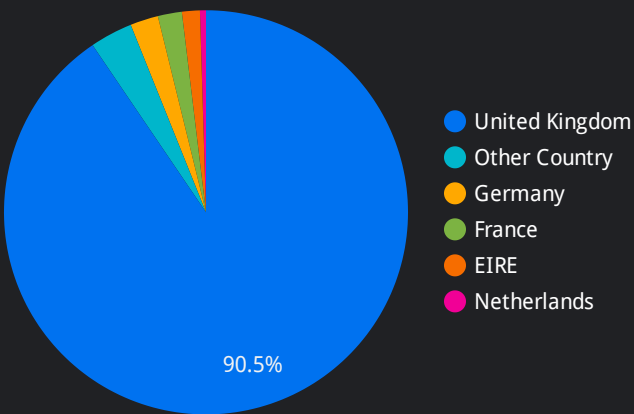
| | Country | Revenue ▾ | Quantity | Order Count | Customer Count | Avg Order Value | Avg Quan per Order | Avg Spending per Customer | Avg Quan per Customer |
|----|----------------|-------------|-----------|-------------|----------------|-----------------|--------------------|---------------------------|-----------------------|
| 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 |

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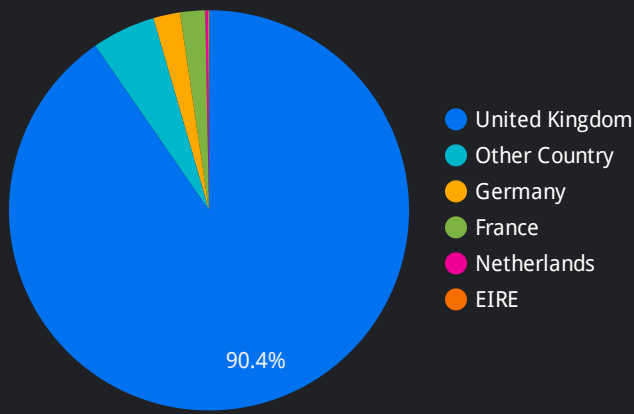
Note: Other Country means all other countries that are not in top 5 by revenue



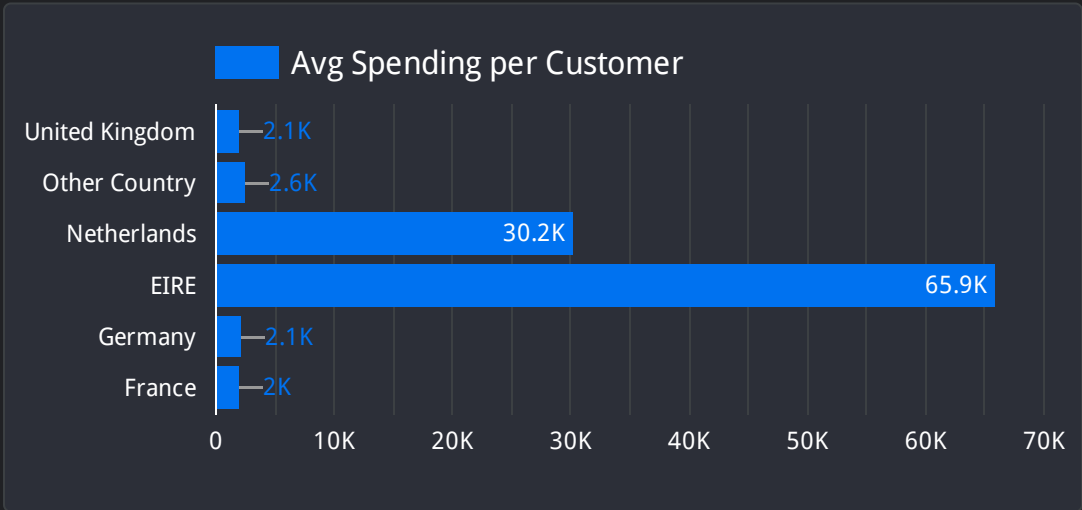
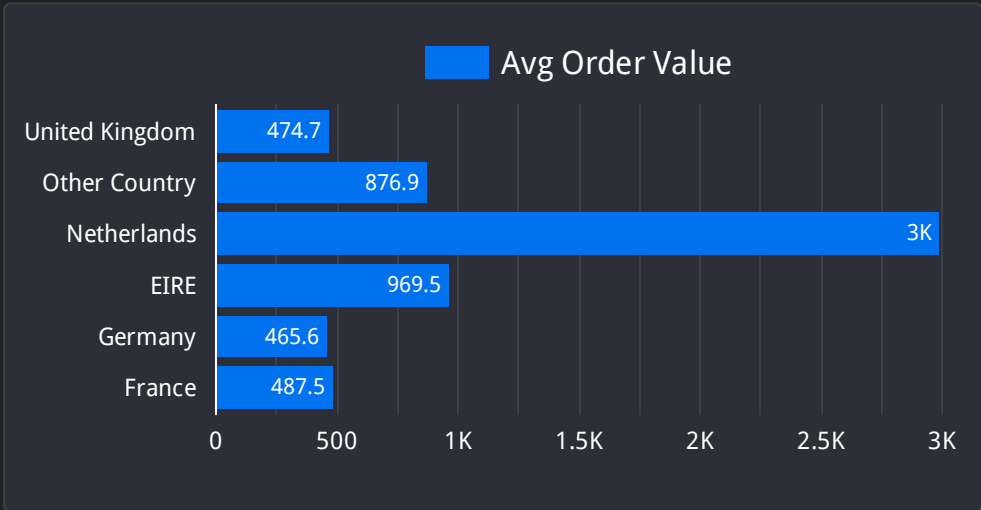
Total Revenue Contribution by Country



Order Count Contribution by Country



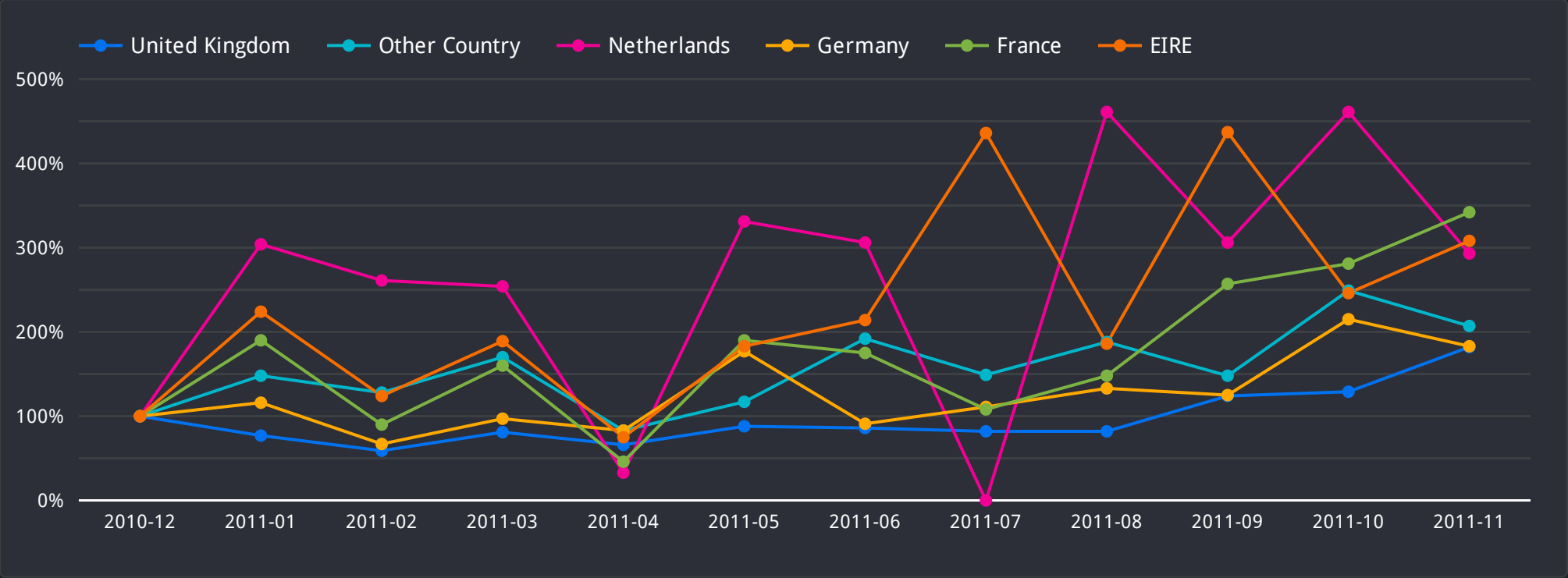
Customer Count Contribution by Country



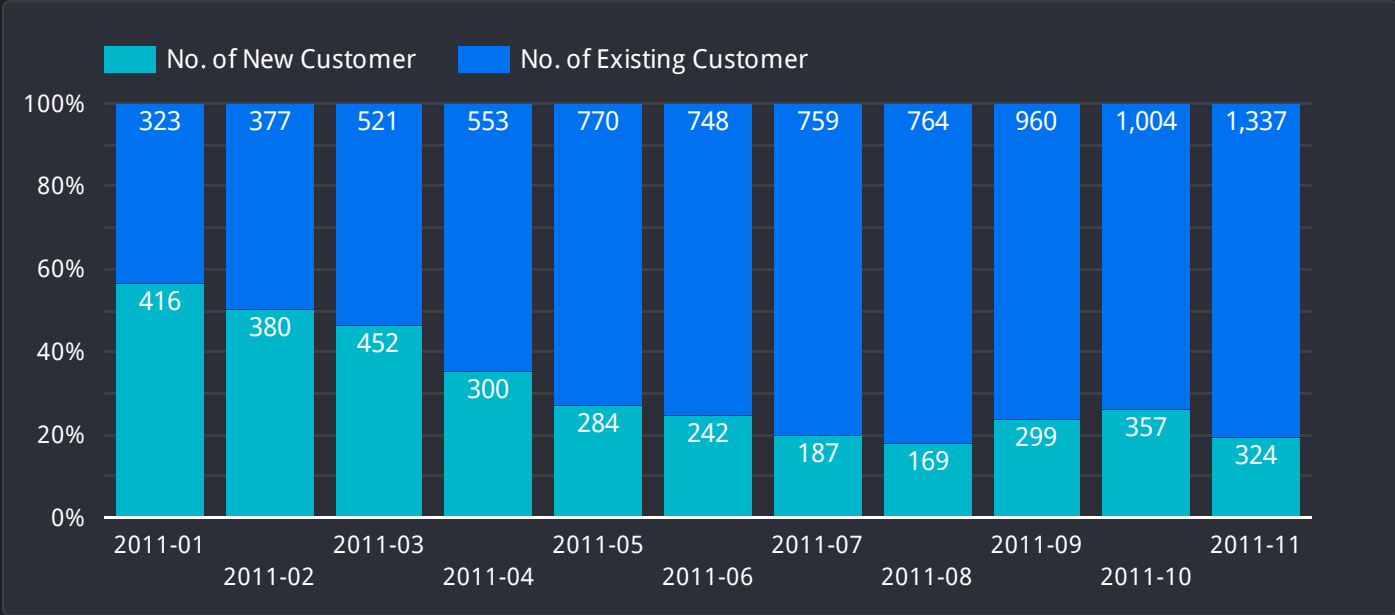
Revenue of Top 5 country & other country by month

| | 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 |

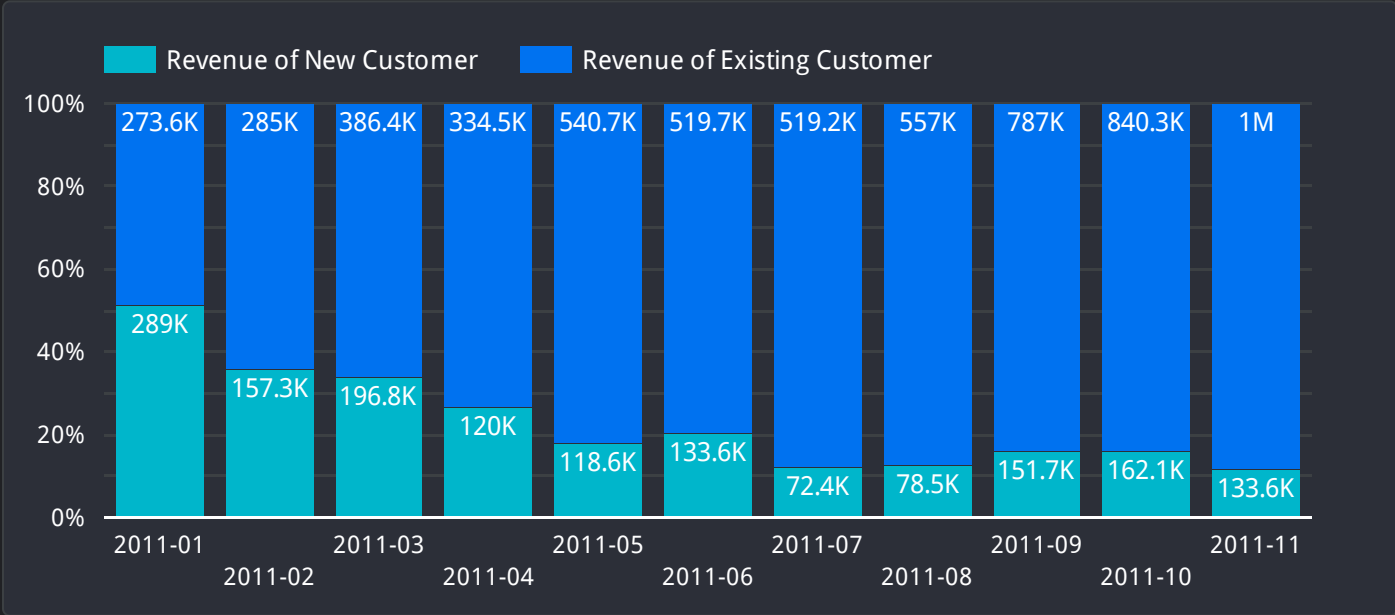
Revenue Monthly Compare to Revenue of Dec 2010



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



Revenue of New Customer &
Revenue of Existing Customer
by Month



Customer Retention in number

[illegible]

Customer Retention Rate

[illegible]

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 < > | | | | | |

Note:
Using Kmeans for customer segention (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

Average Recency, Frequency, Monetary Value of each customer type

| Customer Type | Recency ▾ | Frequency | MonetaryValue |
|--------------------|-----------|-----------|----------------------|
| Negative Customer | 160.63 | 1.25 | 403.08 <div></div> |
| Potential Customer | 43.03 | 3.69 | 1,136.63 <div></div> |
| Loyal Customer | 17.96 | 13.84 | 8,632.16 <div></div> |

Customer Type Ratio

