

Sales Performance Overview (2010/12/01 - 2011/12/01)

£8.39M

Revenue

4297

Number of Customers

£1.95K

ARPU

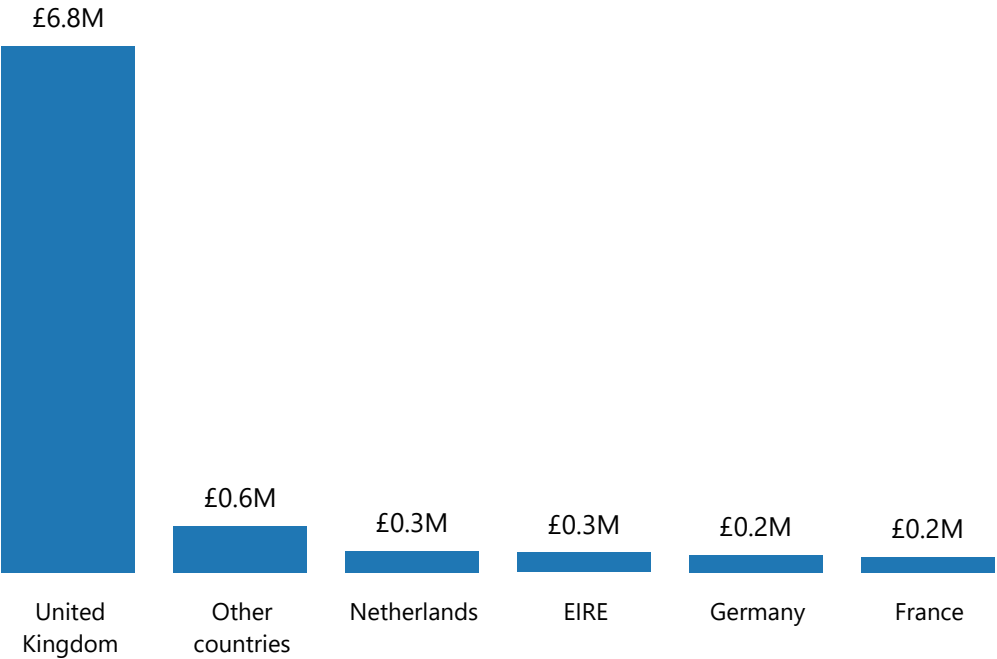
17.75K

Orders

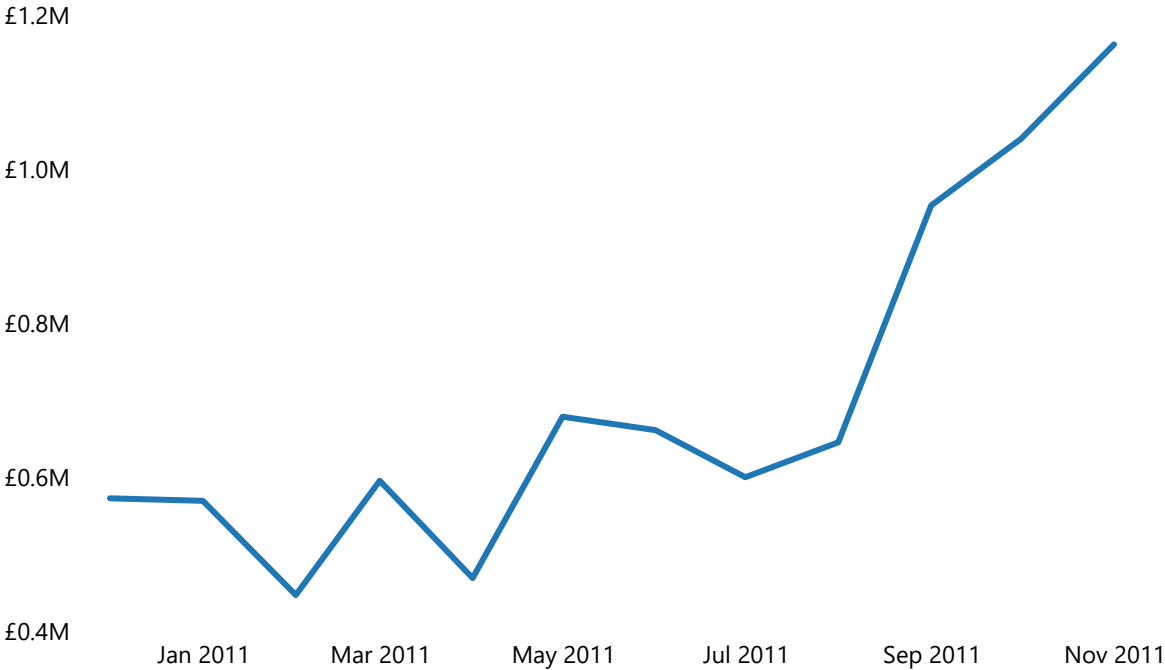
£473

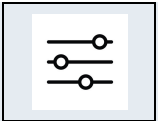
Avg Order Value

Revenue by Region



Revenue by Month





Sales by Revenue in Map (2010/12/01 - 2011/12/01)

£8.39M	4297	£1.95K	17.75K	£473
Revenue	Number of Customers	Revenue per Customer	Orders	Avg Order Value





## RFM Segment Sizes by Revenue (2010/12/01 - 2011/12/01)



### Detailed RFM Segment Metrics

RFM segment	Count of Customers	% of Customers	Recency (Avg days ago)		Frequency (Avg)		Avg £ per Customer	
Best Customers	587	14%	8	<div></div>	13	<div></div>	£7,312	<div></div>
Loyal Customers	644	16%	21	<div></div>	6	<div></div>	£2,848	<div></div>
At Risk	204	5%	80	<div></div>	6	<div></div>	£2,602	<div></div>
Cant Lose Them	204	5%	212	<div></div>	3	<div></div>	£2,080	<div></div>
Potential Loyalists	452	11%	23	<div></div>	3	<div></div>	£785	<div></div>
Customers Needing Attention	655	16%	86	<div></div>	2	<div></div>	£773	<div></div>
Promising	258	6%	32	<div></div>	2	<div></div>	£457	<div></div>
Lost Customers	1058	26%	222	<div></div>	1	<div></div>	£276	<div></div>
Recent Customers	84	2%	9	<div></div>	1	<div></div>	£181	<div></div>



## Cohorts Analysis by Quarter (2010/12/01 - 2011/12/01)

### Users Count

Quarter	0	1	2	3
Q1 cohort	1682	957	929	1061
Q2 cohort	1036	420	516	
Q3 cohort	599	294		
Q4 cohort	980			

### Retention %

Quarter	0	1	2	3
Q1 cohort	100.0%	56.9%	55.2%	63.1%
Q2 cohort	100.0%	40.5%	49.8%	
Q3 cohort	100.0%	49.1%		
Q4 cohort	100.0%			

### Total Revenue

Quarter	0	1	2	3
Q1 cohort	£1.59 M	£1.18 M	£1.31 M	£1.93 M
Q2 cohort	£0.56 M	£0.27 M	£0.39 M	
Q3 cohort	£0.33 M	£0.25 M		
Q4 cohort	£0.57 M			

### ARPU

Quarter	0	1	2	3
Q1 cohort	£945	£1,231	£1,408	£1,822
Q2 cohort	£545	£639	£764	
Q3 cohort	£551	£864		
Q4 cohort	£584			