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

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

Revenue by Region

Region	Revenue
United Kingdom	£6.8M
Other countries	£0.6M
Netherlands	£0.3M
EIRE	£0.3M
Germany	£0.2M
France	£0.2M

Revenue by Month

Y-axis: £0.4M, £0.6M, £0.8M, £1.0M, £1.2M
X-axis: Jan 2011, Mar 2011, May 2011, Jul 2011, Sep 2011, Nov 2011
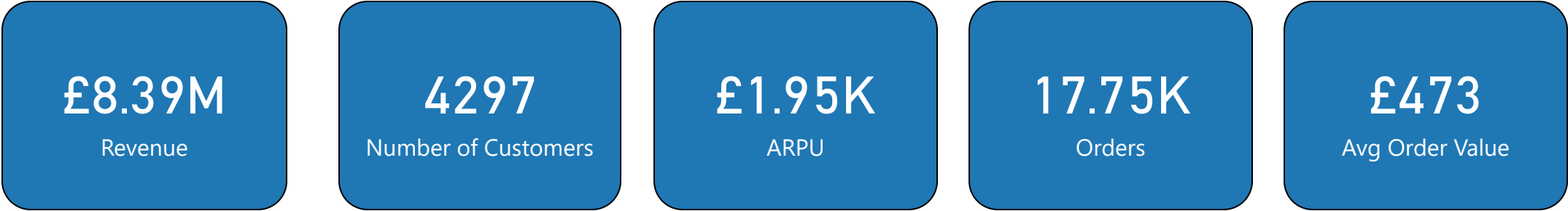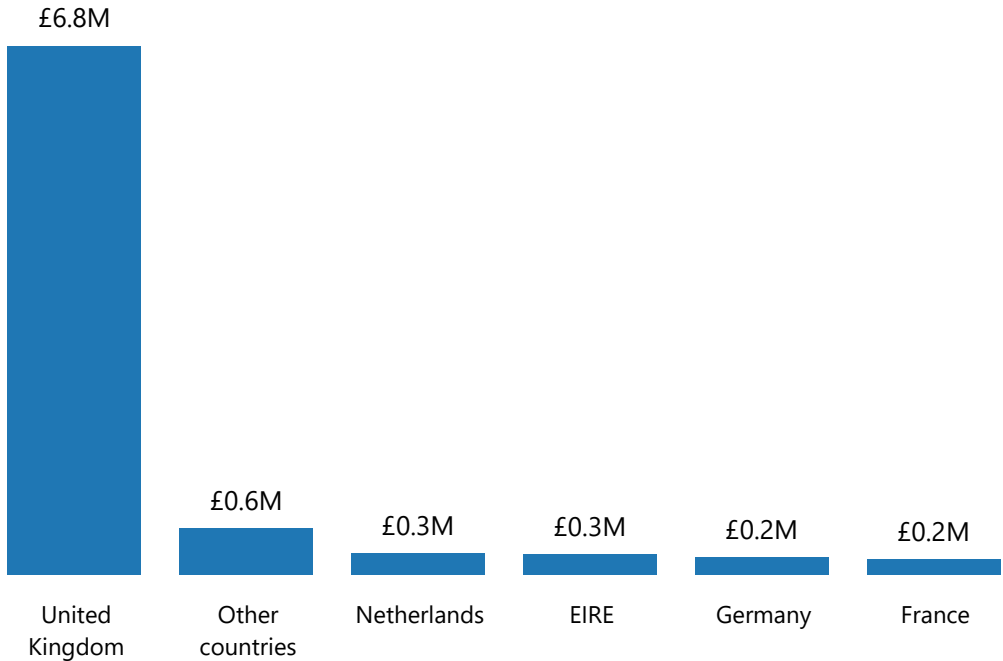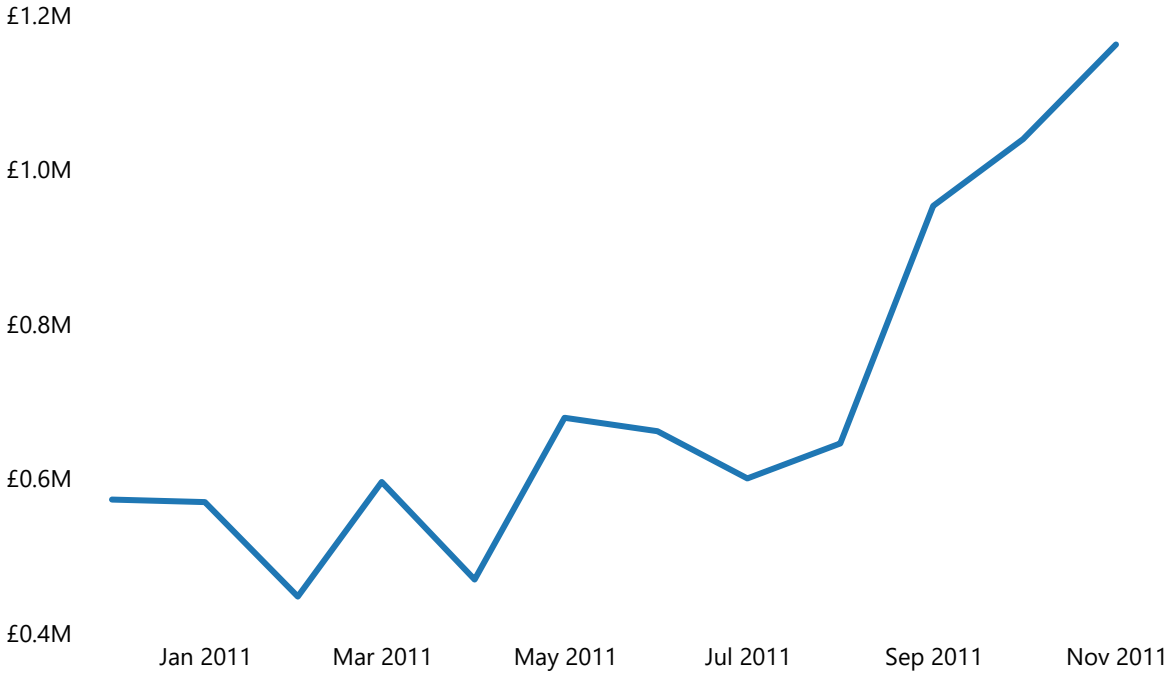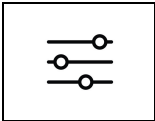
Sales by Revenue in Map (2010/12/01 - 2011/12/01)

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

NORTH AMERICA

Atlantic Ocean

EUROPE

ASIA

Pacific Ocean

AFRICA

SOUTH AMERICA

Indian Ocean

AUSTRALIA

Microsoft Bing

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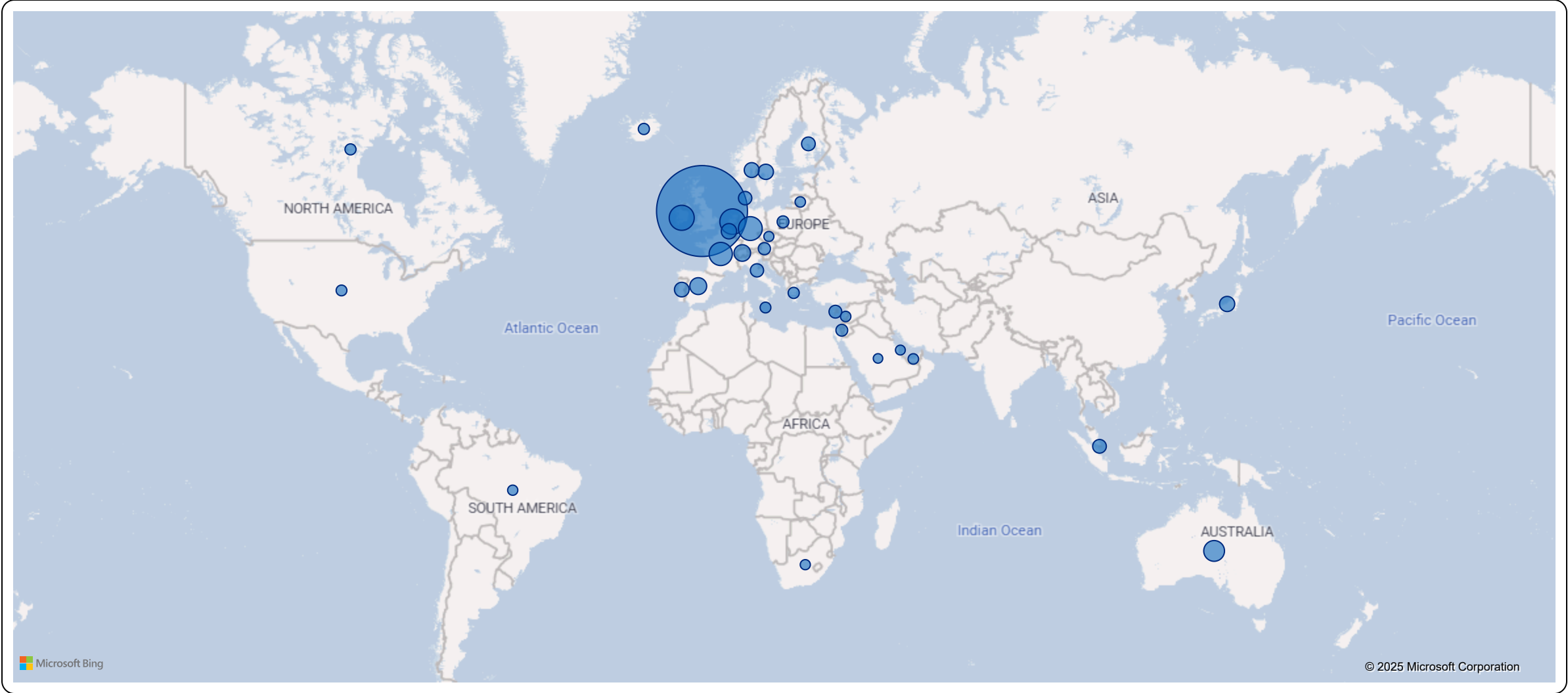
RFM Segment Sizes by Revenue (2010/12/01 - 2011/12/01)
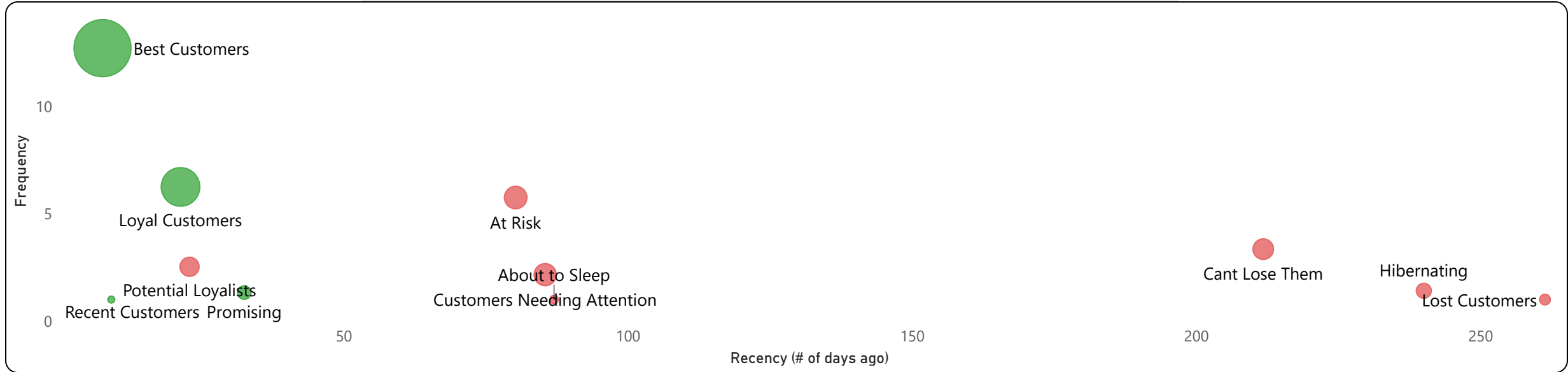
Detailed RFM Segment Metrics

RFM segment	Count of Customers	% of Customers		Recency (Avg days ago)	Frequency (Avg)		Avg £ per Customer	
Best Customers	587	14%	8		13		£7,312	
Loyal Customers	644	15%	21		6		£2,848	
At Risk	204	5%	80		6		£2,602	
Cant Lose Them	204	5%	212		3		£2,080	
Potential Loyalists	452	11%	23		3		£785	
Customers Needing Attention	655	15%	86		2		£773	
Hibernating	429	10%	240		1		£439	
Promising	409	10%	33		1		£353	
About to Sleep	187	4%	87		1		£171	
Lost Customers	442	10%	261		1		£162	
Recent Customers	84	2%	9		1		£181	

Cohort Analysis: Retention Percentage (2011)

Month	0	1	2	3	4	5	6	7	8	9	10	11
January	100.0%	35.4%	43.0%	38.3%	45.7%	42.0%	39.1%	38.5%	43.9%	41.7%	51.4%	25.6%
February	100.0%	23.4%	24.8%	34.1%	31.3%	27.2%	30.4%	32.9%	30.8%	36.5%	12.3%	
March	100.0%	16.3%	26.7%	22.3%	22.8%	18.7%	28.4%	24.1%	30.1%	10.6%		
April	100.0%	23.5%	21.9%	23.5%	21.1%	23.5%	24.4%	29.6%	8.6%			
May	100.0%	18.2%	17.6%	18.2%	21.9%	24.1%	27.6%	9.7%				
June	100.0%	17.5%	15.3%	25.4%	22.4%	34.0%	9.7%					
July	100.0%	17.8%	22.1%	23.0%	26.8%	13.6%						
August	100.0%	21.1%	25.4%	24.9%	13.5%							
September	100.0%	24.1%	31.6%	12.3%								
October	100.0%	24.3%	11.2%									
November	100.0%	10.6%										
December	100.0%											

Cohort Analysis: Avg. Revenue per Customer (2011)

Month	0	1	2	3	4	5	6	7	8	9	10	11
January	768.5	823.1	942.5	733.9	983.5	973.5	1011.2	1084.5	1265.5	1239.9	1233.7	814.6
February	466.7	535.1	630.1	593.2	715.7	667.3	741.6	918.8	1221.9	813.7	737.8	
March	431.8	420.6	493.8	437.3	488.9	546.7	512.6	666.8	550.1	341.9		
April	405.1	441.0	399.7	380.9	433.1	441.2	465.6	572.4	339.4			
May	427.5	344.1	397.1	376.9	454.2	477.8	451.5	5836.1				
June	535.5	359.4	366.3	493.5	468.6	529.9	362.2					
July	399.7	354.0	501.8	534.5	425.6	288.8						
August	463.8	563.7	789.1	1011.6	657.7							
September	521.9	423.2	446.1	422.9								
October	483.3	456.6	303.2									
November	414.5	420.2										
December	609.7											

Cohort Analysis: Predictive Avg. Cumulative Revenue per Customer

Month	0	1	2	3	4	5	6	7	8	9	10	11
January												11,874.44
February											8,041.77	9,998.28
March										4,890.61	6,363.46	7,911.64
April									3,878.50	4,845.04	6,304.16	7,837.92
May								8,765.03	8,913.06	11,134.22	14,487.39	18,012.07
June							3,115.35	4,710.71	4,790.26	5,984.02	7,786.15	9,680.47
July						2,504.39	3,060.65	4,628.00	4,706.15	5,878.95	7,649.44	9,510.50
August					3,486.02	4,065.59	4,968.60	7,513.01	7,639.89	9,543.78	12,417.97	15,439.18
September				1,814.09	2,348.92	2,739.44	3,347.90	5,062.36	5,147.85	6,430.71	8,367.38	10,403.10
October			1,243.17	1,728.28	2,237.81	2,609.86	3,189.54	4,822.89	4,904.34	6,126.52	7,971.58	9,911.01
November		834.69	1,307.48	1,817.68	2,353.58	2,744.87	3,354.54	5,072.39	5,158.05	6,443.46	8,383.96	10,423.72
December	609.73	1,173.58	1,838.34	2,555.69	3,309.16	3,859.33	4,716.53	7,131.85	7,252.30	9,059.60	11,787.97	14,655.90

£11.3K
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