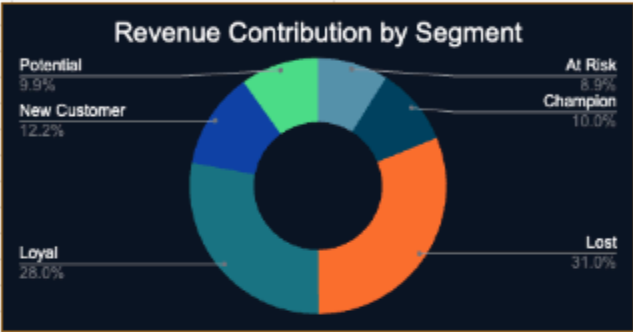
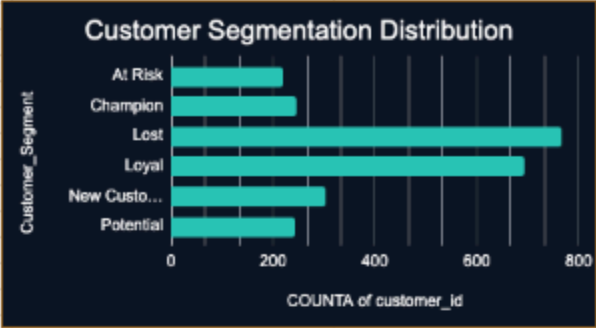
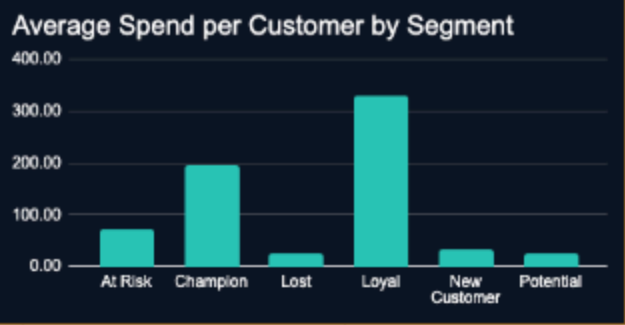


	A	B	C	D	E
1					
2					
3	Customer_Segment	COUNTA of Customer Id	AVERAGE of \$	AVERAGE of \$	SUM of SUM of \$
4	At Risk	220	71.31	3.354545455	15,687.64
5	Champion	246	195.58	4.321138211	48,111.68
6	Lost	767	26.07	2.237288136	19,996.26
7	Loyal	693	327.66	3.694524496	227,398.28
8	New Customer	302	32.60	2.440397351	9,846.69
9	Potential	244	26.30	2.31147541	6,416.51
10	Grand Total	2472	132.41	2.985038415	327,457.06
11					
12					
13					
14					
15					
16	Customer ID	SUM of Total_Value	COUNTUNIQ	MAX of transac	
17		12347	78.38	2	22/11/2010
18		12351	10.50	1	22/06/2010
19		12353	19.80	1	16/06/2010
20		12356	39.95	2	22/01/2010
21		12357	385.56	1	04/11/2010
22		12358	84.60	2	03/08/2010
23		12359	12.75	1	15/10/2010
24		12360	12.60	1	10/03/2010
25		12371	142.40	2	15/09/2010
26		12374	23.40	1	13/12/2009
27		12377	30.00	1	03/10/2010
28		12378	55.45	1	04/10/2010
29		12379	10.00	1	28/05/2010
30		12380	183.70	2	05/10/2010
31		12385	59.80	1	19/05/2010
32		12388	10.08	1	25/06/2010
33		12389	28.44	2	10/03/2010
34		12391	15.70	2	22/11/2010
35		12393	31.50	2	03/03/2010
36		12395	25.50	1	28/04/2010
37		12396	13.20	1	19/08/2010
38		12399	10.20	1	05/11/2010
39		12402	34.80	1	02/11/2010
40		12408	18.95	2	03/10/2010
41		12409	290.70	2	10/10/2010
42		12412	20.16	1	25/06/2010
43		12414	130.00	1	16/12/2009
44		12415	449.07	2	01/07/2010
45		12416	6.60	1	21/10/2010
46		12417	87.20	3	02/11/2010
47		12418	35.40	1	29/04/2010
48		12419	12.60	1	20/09/2010
49		12421	11.70	1	08/01/2010
50		12422	-387.70	2	19/11/2010
51		12423	27.00	1	05/03/2010
52		12425	48.30	1	21/09/2010
53		12426	25.20	1	23/11/2010
54		12429	85.00	2	24/10/2010
55		12431	12.60	1	17/06/2010
56		12433	221.40	4	15/11/2010
57		12435	310.68	2	25/10/2010
58		12437	102.24	3	28/11/2010
59		12439	-5.70	2	30/03/2010
60		12440	13.60	1	29/07/2010
61		12449	226.44	1	01/03/2010
62		12450	29.10	2	26/11/2010
63		12454	-1,153.20	1	17/06/2010
64		12455	232.25	2	06/05/2010
65		12459	22.50	1	25/02/2010
66		12468	101.88	1	26/10/2010
67		12469	55.50	1	10/10/2010
68		12471	288.51	14	26/11/2010
69		12472	187.69	7	09/12/2010
70		12474	41.98	3	20/09/2010
71		12475	19.50	1	28/11/2010
72		12476	130.05	4	16/11/2010
73		12477	118.76	3	06/12/2010
74		12480	12.50	1	17/12/2009
75		12481	200.40	2	19/01/2010
76		12482	378.52	4	20/07/2010
77		12483	39.60	1	05/01/2010
78		12485	25.20	1	10/12/2009
79		12486	30.00	1	18/02/2010
80		12490	50.50	3	19/09/2010
81		12494	15.00	1	09/02/2010
82		12497	369.20	1	23/11/2010
83		12499	15.30	1	11/11/2010
84		12504	52.80	1	05/09/2010
85		12510	34.54	2	29/08/2010
86		12511	68.40	1	01/12/2010
87		12523	14.85	1	29/07/2010
88		12525	14.85	1	16/08/2010
89		12529	12.60	1	18/10/2010
90		12530	38.25	2	07/12/2010
91		12531	23.70	1	17/05/2010
92		12533	58.20	2	22/11/2010
93		12537	35.40	1	04/11/2010
94		12538	52.20	1	11/05/2010
95		12539	30.00	2	19/04/2010
96		12540	99.00	2	05/12/2010
97		12543	187.40	1	09/12/2010
98		12549	4.62	1	01/11/2010
99		12553	23.40	1	22/07/2010
100		12567	71.51	3	06/12/2010
101		12573	29.62	3	17/11/2010
102		12577	16.80	1	12/05/2010
103		12578	50.40	1	22/11/2010
104		12580	11.70	1	17/02/2010
105		12582	26.12	2	28/09/2010
106		12583	307.00	5	29/10/2010
107		12586	10.20	1	21/03/2010
108		12589	109.20	4	17/11/2010
109		12591	33.30	1	09/11/2010
110		12592	10.20	1	28/10/2010
111		12594	72.00	1	15/06/2010
112		12595	30.00	1	25/11/2010
113		12598	54.00	1	19/08/2010
114		12599	10.00	1	30/09/2010
115		12600	129.90	2	24/11/2010
116		12605	19.50	1	15/11/2010
117		12609	30.30	2	16/11/2010
118		12613	-29.85	1	31/10/2010
119		12615	8.50	1	30/09/2010
120		12621	157.70	4	26/09/2010
121		12623	160.79	2	28/11/2010
122		12625	48.00	2	02/12/2010



Total Revenue (\$)
327,457.06

Avg Revenue Per User (\$)
132.47

Total Customers
2472

TOP 5 BEST-SELLING PRODUCTS	
product_name	SUM of quantity
PACK OF 12 WOODLAND TISSUES	4,485
GIRLS ALPHABET IRON ON PATCH	1,440
ASSORTED COLOUR BIRD ORNAMENTS	1,304
SMALL CHINESE STYLE SCISSOR	1,100
PACK OF 72 SKULL CAKE CASES	925

HIGH RETURN RISK	
product_name	SUM of quantity
COLOUR GLASS, STAR T-LIGHT HOLDER	-1,124
LOVE GARLAND PAINTED ZINC	-564
FIRST CLASS HOLIDAY PURSE	-300
SILVER DIAMANTE PEN IN GIFT BOX	-87
BEACH HUT PHOTO FRAME	-40

Country	SUM of Total_Value
United Kingdom	141,829.36
EIRE	4,888.92
Netherlands	4,321.70
Germany	4,209.32
France	2,769.00
Switzerland	963.01
Sweden	677.10
Denmark	669.28
Channel Island	623.66
Belgium	474.35
Portugal	445.70
Greece	331.65
Austria	304.40
Japan	276.88
Cyprus	255.00
Norway	221.40
Italy	176.25
Malta	135.54
Australia	129.49
Unspecified	123.90
Lithuania	88.35
Iceland	78.38
USA	64.77
Singapore	63.90
Thailand	55.50
Poland	50.76
Finland	37.82
United Arab Emirates	35.40
West Indies	25.50
Bahrain	19.80
Korea	16.80

Description	SUM of Quantity
COLOUR GLASS, STAR T-LIGHT HOLDER	-1,155
LOVE GARLAND PAINTED ZINC	-576
FIRST CLASS HOLIDAY PURSE	-300
SILVER DIAMANTE PEN IN GIFT BOX	-96
WOODEN SCHOOL COLOURING SET	-72
STRAWBERRY CHARLOTTE BAG	-49
BEACH HUT PHOTO FRAME	-48
DOCTOR'S BAG SOFT TOY	-40
PENS ASSORTED SPACEBALL	-36
ASSORTED MINI MADRAS NOTEBOOK	-24
BIG DOUGHNUT FRIDGE MAGNETS	-24
LARGE CIRCULAR MIRROR MOBILE	-24
PACK OF 12 TRADITIONAL CRAYONS	-24
PARTY PIZZA DISH RED RETROSPOT	-24
WHITE CHERRY LIGHTS	-22
BAKING SET SPACEBOY DESIGN	-20
STRAWBERRY CERAMIC TRINKET BOX	-18
HANGING HEART JAR T-LIGHT HOLDER	-14
4 IVORY DINNER CANDLES SILVER FLOCK	-12
CHILDS GARDEN BRUSH PINK	-12
CHRISTMAS RETROSPOT HEART WOOD	-12
COOK WITH WINE METAL SIGN	-12
HANGING PHOTO CLIP ROPE LADDER	-12
LADLE LOVE HEART PINK	-12
ROBOT BIRTHDAY CARD	-12
SET OF 36 PAISLEY FLOWER DOILIES	-12
SET/20 RED SPOTTY PAPER NAPKINS	-12
SET/6 STRAWBERRY PAPER CUPS	-12
TRADITIONAL CHRISTMAS RIBBONS	-12
UNION JACK HOT WATER BOTTLE	-12
PINK CREAM FELT CRAFT TRINKET BOX	-11
JUMBO SHOPPER VINTAGE RED PAISLEY	-10
LARGE POPCORN HOLDER	-10
ASSORTED COLOUR SILK COIN PURSE	-9
BAKING SET 9 PIECE RETROSPOT	-8
CREAM HEART CARD HOLDER	-8
PINK POLKADOT CUP	-8
POTTING SHED TEA MUG	-8
RED RETROSPOT MUG	-8
LOVE BUILDING BLOCK WORD	-7
PINK CHERRY LIGHTS	-7
S/4 PINK FLOWER CANDLES IN BOWL	-7
COFFEE MUG DOG + BALL DESIGN	-6
GREY FLORAL FELTCRAFT SHOULDER BAG	-6
MEASURING TAPE BABUSHKA BLUE	-6
POTTING SHED COFFEE MUG	-6
SET OF 6 SPICE TINS PANTRY DESIGN	-6
SET OF 9 BLACK SKULL BALLOONS	-6
TOY TIDY SPACEBOY	-6
CAKE STAND LOVEBIRD 2 TIER WHITE	-5
GREEN CHERRY LIGHTS	-5
YELLOW EASTER EGG HUNT START POST	-5
BLUE FLOCK GLASS CANDLEHOLDER	-4
CERAMIC CAKE STAND + HANGING CAKES	-4
CHARLIE & LOLA WASTEPAPER BIN FLORA	-4
GOLD WINE GOBLET	-4
IVORY GIANT GARDEN THERMOMETER	-4
PICNIC BASKET WICKER LARGE	-4
SET 12 KIDS COLOUR CHALK STICKS	-4
SET OF 6 T-LIGHTS WEDDING CAKE	-4
SET/5 RED SPOTTY LID GLASS BOWLS	-4
WOOD 2 DRAWER CABINET WHITE FINISH	-4
BATH BUILDING BLOCK WORD	-3
DAIRY MAID SUGAR JAM BOWL	-3
DELUXE SEWING KIT	-3
EMBOSSED GLASS TEALIGHT HOLDER	-3
GLASS JAR MARMALADE	-3
GOLD CHERRY LIGHTS	-3
Manual	-3
RED SPOTTY ROUND CAKE TINS	-3
RETRO SPOT TRADITIONAL TEAPOT	-3
RETROSPOT CHILDRENS APRON	-3
RETROSPOT HEART HOT WATER BOTTLE	-3
WHEELBARROW FOR CHILDREN	-3
WOODLAND CHARLOTTE BAG	-3
CAKE STAND WHITE TWO TIER LACE	-2
COFFEE MUG APPLES DESIGN	-2
GLASS BEURRE DISH	-2
GOLD JEWELERY BOX	-2
JUMBO BAG RED RETROSPOT	-2
LARGE CAKE STAND HANGING STRAWBERRY	-2
MOROCCAN TEA GLASS	-2
RECIPE BOX RETROSPOT	-2
RED RETROSPOT CAKE STAND	-2
RED RETROSPOT STORAGE JAR	-2
RED RETROSPOT UMBRELLA	-2
RETRO SPOT CERAMIC TOASTRACK	-2
RETRO SPOT LARGE MILK JUG	-2
SET OF 3 COLOURED FLYING DUCKS	-2
SQUARE MIRROR CURTAIN	-2
SWEETHEART KEY CABINET	-2
TWO DOOR CURIO CABINET	-2
WHITE BEADED GARLAND STRING 20LIGHT	-2
WOODEN BOX ADVENT CALENDAR	-2
3 HOOK PHOTO SHELF ANTIQUE WHITE	-1
AIRLINE BAG VINTAGE JET SET RED	-1
ANTIQUE LILY FAIRY LIGHTS	-1
ASSORTED TUTTI FRUTTI SMALL PURSE	-1
BLACK CHERRY LIGHTS	-1
BLACK/WHITE GLASS/SILVER BRACELET	-1
BLUE YELLOW FLOWER PIGGY BANK	-1
CAMOUFLAGE LED TORCH	-1
CHERRY BLOSSOM DECORATIVE FLASK	-1
CREAM SWEETHEART WALL CABINET	-1
Discount	-1
DOORSTOP RETROSPOT HEART	-1
EASTER DECORATION SITTING BUNNY	-1
EAU DE NIL DINER WALL CLOCK	-1
ENAMEL FLOWER JUG CREAM	-1
FAMILY PHOTO FRAME CORNICE	-1
FLAMINGO LIGHTS	-1
GLASS CHALICE GREEN LARGE	-1
GLASS JAR ENGLISH CONFECTIONERY	-1
GOLD WASHBAG	-1
HAND WARMER OWL DESIGN	-1
HEART SHAPE WIRELESS DOORBELL	-1
HOME BUILDING BLOCK WORD	-1
HOT BATHS METAL SIGN	-1
JOY WOODEN BLOCK LETTERS	-1
JUMBO BAG RED WHITE SPOTTY	-1
KINGS CHOICE BISCUIT TIN	-1