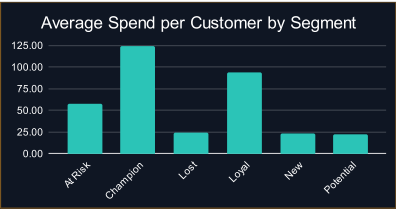
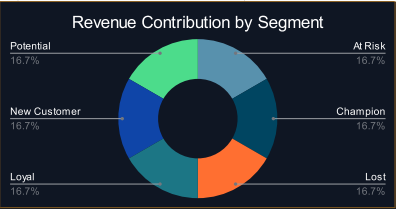
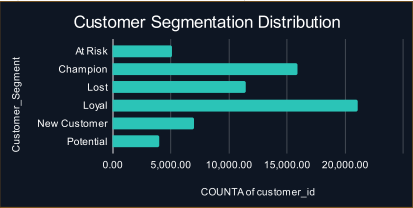


Customer_Seg	AVERAGE of S	AVERAGE of I	COUNTA of cus	SUM of SUM of
At Risk	58.10	3.863636364	88	5,113.18
Champion	123.93	4.15625	128	15,862.56
Lost	24.88	2.52494577	461	11,468.90
Loyal	94.13	3.9375	224	21,085.52
New Customer	23.41	2.56	300	7,023.06
Potential	22.09	2.417582418	182	4,020.71
Grand Total	46.69	2.983369487	1383	64,573.93



customer_id	SUM of total_in	COUNTUNIQUE	MAX of transac
12367	81.36	1	11/06/11
12368	71.40	1	12/08/11
12369	135.00	2	01/12/11
12362	16.50	1	10/11/11
12367	12.60	1	12/05/11
12371	44.76	1	10/11/11
12378	32.30	1	08/02/11
12380	15.00	1	06/07/11
12381	19.80	1	08/12/11
12383	13.52	1	01/12/11
12384	16.50	1	11/11/11
12388	16.35	1	02/07/11
12395	38.40	2	11/08/11
12399	20.80	1	05/10/11
12406	64.80	1	06/09/11
12407	2.88	1	07/06/11
12410	22.50	1	02/04/11
12415	507.60	2	10/05/11
12417	13.00	1	06/05/11
12420	31.47	1	10/07/11
12423	10.08	1	04/07/11
12427	12.48	1	10/10/11
12428	83.20	3	07/05/11
12433	131.70	3	12/09/11
12437	89.88	2	11/03/11
12449	49.00	2	09/09/11
12451	84.75	2	10/05/11
12461	10.20	1	07/08/11
12468	17.40	1	06/05/11
12471	17.76	3	04/04/11
12472	20.35	2	07/07/11
12473	25.20	1	06/01/11
12474	39.00	1	09/02/11
12477	63.75	1	02/11/11
12478	5.04	1	12/06/11
12484	9.43	2	01/07/11
12490	42.60	2	09/07/11
12501	45.60	1	01/07/11
12502	34.00	1	09/05/11
12517	38.39	2	11/11/11
12520	16.50	1	03/11/11
12526	9.96	1	09/06/11
12530	15.00	1	10/11/11
12536	49.20	1	10/11/11
12539	27.45	1	01/10/11
12540	39.93	2	11/08/11
12541	17.70	1	03/04/11
12553	15.00	1	07/08/11
12556	25.45	1	07/11/11
12567	67.65	3	06/08/11
12569	70.80	3	10/06/11
12576	38.26	2	05/05/11
12577	6.60	1	11/04/11
12580	36.30	1	04/07/11
12583	75.00	2	11/08/11
12585	-8.75	1	01/05/11
12590	111.00	1	05/12/11
12607	-21.20	2	10/12/11
12609	15.30	1	06/06/11
12616	15.60	1	09/05/11
12617	7.99	1	11/10/11
12621	55.08	2	05/09/11
12625	20.40	1	05/12/11
12626	22.29	3	07/07/11
12627	51.30	2	10/06/11



COUNTA of customer.

Avg Revenue Per User (\$)
46.69

Total Revenue (\$)
64,573.93

Total Customers
1383

TOP 5 BEST-SELLING PRODUCTS	
product_name	SUM of quantity
WORLD WAR 2 GLIDERS ASSTD DESIGNS	2160
FANCY FONTS BIRTHDAY WRAP	1650
JUMBO BAG RED RETROSPOT	1351
PACK OF 60 DINOSAUR CAKE CASES	1126
BLACK HEART CARD HOLDER	1015

HIGH RETURN RISK	
product_name	SUM of quantity
TEA PARTY BIRTHDAY CARD	-96
FOLKART HEART NAPKIN RINGS	-18
SCANDINAVIAN PAISLEY PICNIC BAG	-18
VINTAGE DOILY DELUXE SEWING KIT	-17
GLASS JAR ENGLISH CONFECTIONERY	-16

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

LUNCH BAG C	-13
BEACH HUT D	-12
HAND WARME	-12
PENNY FARTH	-12
PICTURE FRAI	-12
PINK BLUE FE	-12
PLASTERS IN '	-12
RED STRIPE C	-12
REGENCY CAJ	-12
YOU'RE CONF	-12
JUMBO BAG R	-10
LUNCH BAG V	-10
CHARLOTTE B	-9
BLUE POLKAD	-8
DAIRY MAID S'	-8
RECYCLING B.	-8
RED VINTAGE	-8
15CM CHRISTI	-7
EMPIRE TISSU	-7
RECIPES BOX F	-7
6 RIBBONS RL	-6
ASSTD FRUIT+	-6
BAKING SET 9	-6
BEADED PEARL	-6
BLUE FLOCK C	-6
DIAMANTE HA	-6
DRAWER KNO	-6
GOLD MUG BC	-6
METAL MERRY	-6
NECKLACE+BI	-6
PACK 3 BOXES	-6
PAPER BUNTING	-6
RED RETROSPECT	-6
TREASURE ISLAND	-6
ROUND SNACKS	-5
SILVER HANGING	-5
CITRONELLA C	-4
FRYING PAN R	-4
RABBIT NIGHT	-4
ROSE COLOUR	-4
VINTAGE RED	-4
ALARM CLOCK	-3
CUPBOARD 3	-3
Discount	-3
ENAMEL BREAD	-3
JAM JAR WITH	-3
NATURAL SLATE	-3
NOVELTY BISCUITS	-3
RECIPES BOX E	-3
REGENCY TEACUP	-3
SILVER GLASS	-3
STRAWBERRY	-3
12 PENCIL SHARPENERS	-2
3 HOOK PHOTO	-2
3 TIER CAKE STAND	-2
ANTIQUED HEADSTONE	-2
CARD HOLDER	-2
CERAMIC CANDLE	-2
COTTON APRON	-2
CREAM SWEEP	-2
DAIRY MAID TIN	-2
DOORMAT ENAMELED	-2
FAMILY PHOTO	-2
GLASS CLOCK	-2
GUMBALL MACHINE	-2
HOME SWEET HOME	-2
LANTERN CREW	-2
MULTICOLOURED	-2
PARISIENNE KEY	-2
SAVOY ART DESIGNED	-2
SET OF 6 SNAKES	-2
SET OF 6 SPICES	-2
SMALL POPCORN	-2
SMALL RED REFRIGERATOR	-2
STORAGE TIN	-2
ANTIQUED SILVER	-1
ASSORTED TINS	-1
BLUE STRIPE	-1
CAROUSEL DESIGN	-1

CERAMIC CAK	-1
CERAMIC STR	-1
CREAM HEAR	-1
CRUK Commis	-1
DANISH ROSE	-1
DIAMANTE NE	-1
EASTER TIN B	-1
EMERGENCY I	-1
FOOT STOOL I	-1
GLASS HEART	-1
HAND WARME	-1
HANGING HEA	-1
HANGING MET	-1
IVORY DINER '	-1
IVORY GIANT i	-1
JAM MAKING s	-1
JUMBO BAG A	-1
KEY FOB , GAF	-1
KNITTED UNIC	-1
LARGE IVORY	-1
LARGE POPCC	-1
LUNCH BAG B	-1
MINI JIGSAW C	-1
MINT KITCHEN	-1
OCEAN SCEN'	-1
PANTRY MAGI	-1
PARISIENNE S	-1
PLASTERS IN '	-1
RED PAPER PI	-1
RED RETROSI	-1
RED RETROSI	-1
RED RETROSI	-1
RELAX LARGE	-1
RETROSPOT T	-1
ROSES REGEI	-1
SET OF 4 KNIC	-1
SET/3 RED GI	-1
SMALL HEART	-1
STRAWBERRY	-1
SWEET HEART	-1
SWEETHEART	-1
TWO DOOR CI	-1
UNION STRIPE	-1
WHITE WIRE E	-1
Grand Total	-1438
country	SUM of total_1ir
United Kingdom	128837.97
Netherlands	3996.37
Germany	3455.06
France	3091.72
EIRE	3074.53
Australia	1839.12
Spain	891.89
Switzerland	768.69
Belgium	603.38
Portugal	594.59
Japan	593.84
Finland	499.66
Norway	479.8
Sweden	455.24
Cyprus	270.12
Austria	250.1
Italy	239
Channel Islands	229.26
United Arab Em	179.1
Denmark	94.74
Poland	93.56
Israel	90.78
Unspecified	76.62
Lebanon	66
Canada	64.2
Lithuania	45
Czech Republic	33.45
USA	22.6
Brazil	19.5
European Comi	17.7
Iceland	17

Malta	16.6
Greece	5.04
Grand Total	151012.23