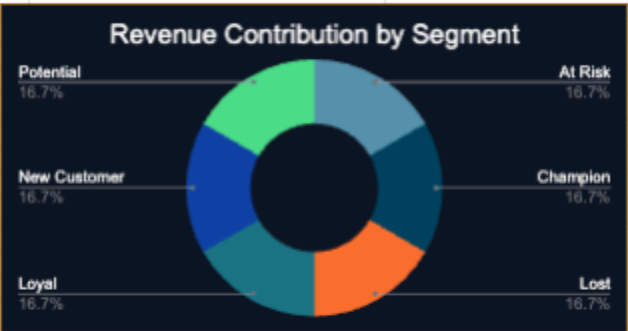


	B	C	D	E	F
1					
2	Customer_Seg	AVERAGE of SUM of	AVERAGE of M_Score	COUNTA of customer_id	SUM of SUM of
3	At Risk	58.10	3.863636364	88	5,113.18
4	Champion	123.93	4.15625	128	15,862.56
5	Lost	24.88	2.52494577	461	11,468.90
6	Loyal	94.13	3.9375	224	21,085.52
7	New Customer	23.41	2.56	300	7,023.06
8	Potential	22.09	2.417582418	182	4,020.71
9	Grand Total	46.69	2.983369487	1383	64,573.93
10					
11					
12					
13					
14	customer_id	SUM of total_line_val	COUNTUNIQUE of invo	MAX of transaction_date	
15	12357	81.36	1	11/06/11	
16	12358	71.40	1	12/08/11	
17	12359	135.00	2	01/12/11	
18	12362	16.50	1	10/11/11	
19	12367	12.60	1	12/05/11	
20	12371	44.76	1	10/11/11	
21	12378	32.30	1	08/02/11	
22	12380	15.00	1	06/07/11	
23	12381	19.80	1	08/12/11	
24	12383	13.52	1	01/12/11	
25	12384	16.50	1	11/11/11	
26	12388	16.35	1	02/07/11	
27	12395	38.40	2	11/08/11	
28	12399	20.80	1	05/10/11	
29	12406	64.80	1	06/09/11	
30	12407	2.88	1	07/06/11	
31	12410	22.50	1	02/04/11	
32	12415	507.60	2	10/05/11	
33	12417	13.00	1	06/05/11	
34	12420	31.47	1	10/07/11	
35	12423	10.08	1	04/07/11	
36	12427	12.48	1	10/10/11	
37	12428	83.20	3	07/05/11	
38	12433	131.70	3	12/09/11	
39	12437	89.88	2	11/03/11	
40	12449	49.00	2	09/09/11	
41	12451	84.75	2	10/05/11	
42	12461	10.20	1	07/08/11	
43	12468	17.40	1	06/05/11	
44	12471	17.76	3	04/04/11	
45	12472	20.35	2	07/07/11	
46	12473	25.20	1	06/01/11	
47	12474	39.00	1	09/02/11	
48	12477	63.75	1	02/11/11	
49	12478	5.04	1	12/06/11	
50	12484	9.43	2	01/07/11	
51	12490	42.60	2	09/07/11	
52	12501	45.60	1	01/07/11	
53	12502	34.00	1	09/05/11	
54	12517	38.39	2	11/11/11	
55	12520	16.50	1	03/11/11	
56	12526	9.96	1	09/06/11	
57	12530	15.00	1	10/11/11	
58	12536	49.20	1	10/11/11	
59	12539	27.45	1	01/10/11	
60	12540	39.93	2	11/08/11	
61	12541	17.70	1	03/04/11	
62	12553	15.00	1	07/08/11	
63	12556	25.45	1	07/11/11	
64	12567	67.65	3	06/08/11	
65	12569	70.80	3	10/06/11	
66	12576	38.26	2	05/05/11	
67	12577	6.60	1	11/04/11	
68	12580	36.30	1	04/07/11	
69	12583	75.00	2	11/08/11	
70	12585	-8.75	1	01/05/11	
71	12590	111.00	1	05/12/11	
72	12607	-21.20	2	10/12/11	
73	12609	15.30	1	06/06/11	
74	12616	15.60	1	09/05/11	
75	12617	7.99	1	11/10/11	
76	12621	55.08	2	05/09/11	
77	12625	20.40	1	05/12/11	
78	12626	22.29	3	07/07/11	
79	12627	51.30	2	10/06/11	
80	12635	15.00	1	07/08/11	
81	12637	11.80	2	09/09/11	
82	12644	17.40	1	08/02/11	
83	12646	23.40	1	12/05/11	
84	12647	52.75	3	07/07/11	
85	12648	11.70	1	07/08/11	
86	12650	5.04	1	12/06/11	
87	12662	30.50	3	03/08/11	
88	12667	9.44	1	10/12/11	
89	12670	38.40	1	09/02/11	
90	12676	40.50	1	02/01/11	
91	12678	237.60	1	06/05/11	
92	12679	37.20	1	03/01/11	
93	12680	15.00	1	09/11/11	
94	12681	31.85	3	01/10/11	
95	12682	145.51	6	11/10/11	
96	12683	163.75	5	05/12/11	
97	12684	39.00	2	05/10/11	
98	12685	96.02	2	09/08/11	
99	12693	19.90	1	08/04/11	
100	12694	15.00	1	06/09/11	
101	12700	110.28	4	05/08/11	
102	12701	17.70	1	04/11/11	
103	12704	31.00	1	08/04/11	
104	12705	15.90	1	07/04/11	
105	12708	17.70	1	11/07/11	
106	12709	56.00	2	06/02/11	
107	12712	149.55	3	11/11/11	
108	12720	50.56	3	12/07/11	
109	12721	23.40	1	11/08/11	
110	12722	33.90	1	07/12/11	
111	12726	60.00	2	11/11/11	
112	12727	29.70	1	03/03/11	
113	12728	22.95	1	01/11/11	
114	12735	26.40	1	01/06/11	
115	12738	23.40	1	12/02/10	
116	12739	102.30	1	09/01/11	
117	12740	16.60	1	10/07/11	
118	12748	242.29	23	11/11/11	
119	12749	33.58	3	08/11/11	
120	12750	10.50	1	08/03/11	
121	12753	111.60	2	04/05/11	
122	12757	45.09	3	05/12/11	



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	

country	SUM of total_line_value
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 Island	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 Comm	17.7
Iceland	17
Malta	16.6
Greece	5.04
Grand Total	151012.23

product_name	SUM of quantity
BLUE POLKADOT	-200
TEA PARTY BIRTHDAY CARD	-144
LUNCH BAG SET	-100
ASSORTED TISSUES	-72
CARD CHRISTMAS	-72
VINTAGE DOILY	-40
LUNCH BOX 1	-36
RETROSPOT	-36
DOLLY GIRL L	-34
HEART OF WINTER	-33
SCANDINAVIAN	-30
60 CAKE CASES	-24
FOLKART HEART	-24
NO SINGING IN	-24
SET OF 60 PA	-22
HOT BATHS S	-21
JUMBO BAG V	-20
GLASS JAR E	-17
36 PENCILS T	-16
JIGSAW TREE	-15
REGENCY CA	-14
LUNCH BAG C	-13
BEACH HUT C	-12
HAND WARMER	-12
PENNY FARTH	-12
PICTURE FRA	-12
PINK BLUE F	-12
PLASTERS IN	-12
RED STRIPE	-12
REGENCY CA	-12
YOU'RE CONF	-12
JUMBO BAG F	-10
LUNCH BAG V	-10
CHARLOTTE I	-9
BLUE POLKADOT	-8
DAIRY MAID S	-8
RECYCLING E	-8
RED VINTAGE	-8
15CM CHRIST	-7
EMPIRE TISS	-7
RECIPE BOX I	-7
6 RIBBONS R	-6
ASSTD FRUIT	-6
BAKING SET	-6
BEADED PEAL	-6
BLUE FLOCK	-6
DIAMANTE HA	-6
DRAWER KNC	-6
GOLD MUG B	-6
METAL MERR	-6
NECKLACE+B	-6
PACK 3 BOXE	-6
PAPER BUNTI	-6
RED RETROS	-6
TREASURE IS	-6
ROUND SNAC	-5
SILVER HANG	-5
CITRONELLA	-4
FRYING PAN	-4
RABBIT NIGH	-4
ROSE COLOU	-4
VINTAGE RED	-4
ALARM CLOC	-3
CUPBOARD 3	-3
Discount	-3
ENAMEL BRE	-3
JAM JAR WIT	-3
NATURAL SLA	-3
NOVELTY BIS	-3
RECIPE BOX I	-3
REGENCY TE	-3
SILVER GLAS	-3
STRAWBERRY	-3
12 PENCIL SM	-2
3 HOOK PHOT	-2
3 TIER CAKE	-2
ANTIQUE HEA	-2
CARD HOLDE	-2
CERAMIC CAI	-2
COTTON APR	-2
CREAM SWEE	-2
DAIRY MAID T	-2
DOORMAT EN	-2
FAMILY PHOT	-2
GLASS CLOCI	-2
GUMBALL CO	-2
HOME SWEET	-2
LANTERN CRI	-2
MULTICOLOU	-2
PARISIENNE	-2
SAVOY ART D	-2
SET OF 6 SNA	-2
SET OF 6 SPI	-2
SMALL POPC	-2
SMALL RED R	-2
STORAGE TIN	-2
ANTIQUE SILV	-1
ASSORTED TI	-1
BLUE STRIPE	-1
CAROUSEL D	-1
CERAMIC CAI	-1
CERAMIC STF	-1
CREAM HEAR	-1
CRUK Commit	-1
DANISH ROSE	-1
DIAMANTE NE	-1
EASTER TIN	-1
EMERGENCY	-1
FOOT STOOL	-1
GLASS HEAR	-1
HAND WARMER	-1
HANGING HE	-1
HANGING ME	-1
IVORY DINER	-1
IVORY GIANT	-1
JAM MAKING	-1
JUMBO BAG F	-1
KEY FOB , GA	-1
KNITTED UNK	-1
LARGE IVORY	-1
LARGE POPC	-1

Avg Revenue Per User (\$)

46.69

Total Revenue (\$)

64,573.93

Total Customers

1383